TO THE BEST OF OUR KNOWLEDGE

KDND-FM Sundays, 7:00A-7:30A

Description

Every day, faculty members at schools and universities throughout the world are making discoveries that shape our ways of thinking and redefine our understanding of today's knowledge-driven society. Since 1990, The Best of Our Knowledge has highlighted breakthroughs across disciplines and across the globe, putting you in touch with the men and women at the front of their fields. Each week, co-host Dr. Karen R. Hitchcock examines some of the issues unique to college campuses, looks at the latest research, and invites commentary from experts and administrators from all levels of education.

Glenn Busby, co-host and producer of Best of Our Knowledge, has made a special commitment to report on important developments in educational research. The fact is, at every college and university there is a great deal of research being conducted which could potentially have a dramatic impact on the ways in which we educate our students, from the lower grades right through graduate school. Unfortunately, all too often the results of that research are relegated to a shelf somewhere, or are only seen by the small number of people who actually read the scholarly journals. There is no question that the work is being done — the problem is, once it's done, the people in a position to benefit from it most haven't gotten a chance to hear about it.

PUBLIC FILE ASCERTAINED COMMUNITY ISSUES

- 1. <u>EDUCATION</u>, including the quality of public education; school busing; white flight; bilingual education; school violence; and the quality of college and adult education.
- 2. **GOVERNMENT**, including government spending; the provision of government services; taxes; general political debate by officials and candidates.
- 3. **ENVIRONMENT, ENERGY & TRANSPORTATION**, including natural disasters; pollution (especially air and water); the water crisis; and the effects of urban sprawl.
- 4. **MINORITIES, WOMEN & AGING**, including discrimination and other problems of racial minorities; women and senior citizens; the handicapped; homosexuals; and religious ethnic groups.
- 5. **YOUTH & FAMILY**, including issues regarding marriage; the changing role of the family; parenting; child rearing; and abuse.

EDUCATION

Issue:

Attitudes About Life On Mars Are Changing

Program:

To The Best Of Our Knowledge

Date: Time: January 6, 2008 7:00A-7:30A

Description:

To help welcome the New Year, we're kicking off 2008 with a special theme show on Mars. As scientists discover more planets outside our own solar system, the hope is to find another planet just like Earth one that could support life as we know it here. Yet, even while new planets are being found, the search for our origins of life continues. That's why more countries are sending satellites, probes, and rovers to explore Mars close up. One of the better known Mars researchers is Dr. Everett Gibson, Senior Scientist and Geochemist at the Johnson Space Center in Houston, Texas. He's been with NASA for 35 years. Dr. Gibson is the Principal Investigator in NASA's exobiology program investigating Carbon Geochemistry of Martian Materials and Analogs. In an interview on the BBC, Gibson said, "If water exists beneath the Martian surface, why shouldn't life be present today on Mars?" Long time TBOOK listeners may remember we had Dr. Everett Gibson on our show in 2000 discussing his groundbreaking Mars meteorite research. Now, as the Interdisciplinary Scientist on the European Space Agency's Mars Express Mission, instruments aboard that craft had yielded several startling revelations. Dr. Gibson was at a gathering of European Space Agency scientists recently and told Radio Netherlands, Laura Durnford, how scientific opinions about life on Mars have been shifting in recent decades.

Issue:

Origins of Life – Science Research in Education Series: CO2-H2O Phase Equilibria and Martian Volatile History (Or How Mars Rolled Over and Died)

Program:

To The Best Of Our Knowledge

Date: Time:

January 6, 2008 7:00A-7:30A

Description:

Since Mars is the closest planet to Earth, scientists have always wondered if it too may have spawned life, like Earth, when it was younger, warmer and had more water and atmosphere. Through the use of new technologies, scientists are even able to learn a lot about Mars by studying data that's collected from resources right here at home. After all, meteorites from Mars have fallen to earth. And our very cold Antarctic mimics frigid conditions on Mars. Evidence of running water on Mars' surface has led scientists to speculate that as much as 1 to 2 bars of carbon dioxide may have been present in Mars' atmosphere 3 to 4 billion years ago. That would have been enough to produce sufficient greenhouse warming to stabilize liquid water. But today, only 1% of that atmosphere remains. So what happened to the rest of it? Geochemist, Dr. John Longhi, has been investigating a provocative theory that Mars' atmosphere may have been transferred chemically to hidden reservoirs deep within the crust. Longhi talks with TBOOK about How Mars Rolled Over and Died. Dr. Longhi is a Doherty Senior Research Scientist at the Lamont-Doherty Earth Observatory at Columbia University in Palisades, New York. Glenn Busby reports.

Issue:

Recycling on Mars Trips
To The Best Of Our Knowledge

Program: Date: Time:

January 6, 2008 7:00A-7:30A

Description:

Putting people into space for relatively short periods of time, like shuttle flights or the International Space Station is one thing. But ensuring their health and safety for much longer voyages, like to Mars and back, is quite another. President Bush has set a goal to have astronauts travel to Mars within the next 30 years. To accomplish that, among the many problems that need to be solved first, is how to provide enough food, water and air to keep the astronauts going for at least three years, the possible length of their voyage. You may recall in our last story we spoke with Dr. Longhi about using Martian ice as a water source for space travelers to that planet. To learn more about recycling on Mars trips, TBOOK visited with Stork Aerospace Product Engineering, and asked Dr. Lodewijk Westerling about their Project MELISSA. Radio Netherlands, Thijs Westerbeek reports.

EDUCATION (Cont'd)

Issue:

National Science Foundation Series - The Sounds of Progress: The Changing Role of Girls and

Women in Science and Engineering (Story 1 in 8 part series through August)

The Great Research Challenge: Engaging Girls in Computing

Program:

To The Best Of Our Knowledge

Date: Time: January 13, 2008 7:00A-7:30A

Description:

Fewer young adults are training for technical careers. Women, especially, are opting out. Dr. Lecia Barker wants to change that. Dr. Barker heads the University of Colorado at Boulder's Evaluation and Research Group at ATLAS, the Alliance for Teaching, Learning and Society Institute. The mission of ATLAS is to expand information technology training from Kindergarten through college. Barker is also a Senior Research Scientist in the National Center for Women and Information Technology, which aims to reserve the absence of women in technology as well. As part of fulfilling these goals, Dr. Barker has teamed up with the Computer Magnet Program at Denver Public Schools for her research. Together, they're determining more effective ways to recruit girls for technology classes. This story introduces our exclusive new NSF series, and gives researchers a voice, providing them a direct pipeline for publishing their studies in audio to a national audience. Shelley Schlender reports.

Issue:

The Science Workforce

Program:

To The Best Of Our Knowledge

Date: Time: January 13, 2008

7:00A-7:30A

Description:

Dr. Shirley Jackson has been trying to excite and encourage greater interest in science, technology, engineering and mathematics... the STEM disciplines. Dr. Jackson is past President of the American Association for the Advancement of Science. As President of Rensselaer Polytechnic Institute in New York, Jackson is warning of what she calls a "Quiet Crisis" in America. Dr. Jackson says there's a serious threat to the capacity to innovate, due to reduced support for research and the looming shortage in the STEM workforce. Because of her concerns, we wanted to know if she remains hopeful new scientists will be found. Dr. Karen Hitchcock reports.

Issue: Program: Good Schools in Poor Neighborhoods: Defying Demographics, Achieving Success, Part 1 of 2

To The Best Of Our Knowledge

Date: Time: January 20, 2008 7:00A-7:30A

Description:

"Good Schools in Poor Neighborhoods" has just been published after three years of ground breaking research. The book, from Urban Institute Press, contrasts highly effective schools serving urban, low income, minority youth... with their more typical struggling counterparts. The two very different schools highlighted include: one serving predominately African-American students in a large Northeastern city... with one serving Latino students in a southwestern urban area. "Good Schools" includes lots of first person quotes and anecdotes from principals, teachers, students, and parents. And using original research and reams of data, a picture of what makes exceptional schools emerges... that can hopefully guide educational policymakers and practitioners. "Good Schools" is co-written by Beatriz Chu Clewell, and our in-studio guest, Dr. Patricia Campbell. Dr. Campbell is President of Campbell-Kibler Associates in Massachusetts. A former university professor, she's been doing educational research and evaluation for more than 30 years. Her studies focus on issues of race, gender and disability.

EDUCATION (Cont'd)

Issue:

Education Headlines & Updates

Date: Time: January 20, 2008 7:00A-7:30A

Description:

In college sports, it looks like the NCAA Division II is set this month to approve a 10 year pilot program to allow international schools to become members.

Down under, because of its geographic proximity to Asia, Australia seems to be improving its position in the global education market.

Updating our GI Bill stories from last month, more states appear poised to adopt statewide versions of the GI Bill to shore up the outdated federal legislation. Some states are now helping military veterans pay tuition not covered by the national government.

And in legislative news, President Bush did sign the 5 year renewal of the Head Start federal preschool program. While Education Chairman, George Miller, says No Child Left Behind may not get renewed until after a new administration takes over next year.

Issue:

National Urban Alliance, Part 1 of 2

Program:

To The Best Of Our Knowledge

Date: Time: January 20, 2008 7:00A-7:30A

Description:

Like our first story, another organization that's working to improve the quality of public education in urban school systems is NUA, the National Urban Alliance. NUA contracts with schools, sometimes over a period of several years, to work with them on assessments, action plans, and teacher motivation. Also to engage communities, and to help align instruction and standards. This week, we talk about how the National Urban Alliance does its assessments, and what costs are involved. Next week, success stories, and reactions NUA gets from teachers and unions when they're brought in from outside. In studio is Dr. Eric Cooper, President of the National Urban Alliance. He founded NUA 18 years ago by investing the \$500,000 he was awarded by being named a MacArthur Fellow. Glenn Busby reports.

Issue:

Dr. Martin Luther King Holiday - National Urban Alliance, Part 2 of 2

Program:

To The Best Of Our Knowledge

Date: Time: January 27, 2008 7:00A-7:30A

Description:

The first day of this program coincides with the annual Dr. Martin Luther King, Jr. Day in the U.S. It's one of just four federal holidays to commemorate an individual. 2008 also marks the 40th anniversary of Dr. King's assassination. Millions of Americans across the country will honor his legacy by taking part in a wide range of service projects including painting schools and community centers and recruiting mentors for needy youth. Indeed, MLK Day colleagues include the American Association of State Colleges and Universities, First Book, and Mentor – the National Mentoring Partnership. In operation for nearly two decades, the National Urban Alliance for Effective Teaching has its own mentor network called Education As A Civil Right. NUA is partnering with several school systems throughout the country – most recently St. Louis, Albany, and Birmingham. Last week, we reported how the National Urban Alliance manages assessments and determines fees. This week, we have several inner city success stories, plus reactions NUA gets from teachers and unions when invited in from outside the community. Glen Busby reports.

EDUCATION (Cont'd)

lssue:

Education Headlines & Updates

Program:

To The Best Of Our Knowledge

Date: Time: January 27, 2008 7:00A-7:30A

Description:

The U.S. presidential campaign is dominating much of the news. Advocates would like to see action on education budgets, student aid, and other bills before they get lost in all the election furor. In fact, the 2009 education budget is due to be introduced next month.

Also, questions of how much public aid for education illegal immigrants should receive has ignited fierce debate in the presidential campaign.

In other news, tiered teacher licensing systems are spreading to more states in an effort to try and improve teacher quality. Michigan is the latest state where teachers would progress from level to level based on performance assessment, not the more standard additional courses and workshops.

And one quick update. Student lender, Sallie Mae, is selling 2.5 billion dollars in stock and sing the proceeds to settle contracts. A landmark student loan law that took effect last October cut billions of dollars in federal subsidies for student lenders like Sallie Mae, which lost 344 million dollars in one quarter. Glen Busby reports.

Issue:

Darwinisn and its Discontents

Program:

To The Best Of Our Knowledge

Date: Time: February 3, 2008 7:00A-7:30A

Description:

Did life evolve? Or was it intelligently designed? Ever since the publication of Charles Darwin's "The Origin of the Species" in 1859, no scientific question has had so profound an impact on western culture. Even today, questions of religion, evolution, and science education are playing a role in the presidential debates, and may in fact impact who ultimately is voted the next president. Dr. Michael Ruse is a Professor at Florida State University in Tallahassee. He's spent a career observing the ongoing cultural struggles between evolutionists and creationists. A profile author and founder of the journal, "Biology and Philosophy", Dr. Ruse himself favors evolution... but is quick to flag instances of hypocrisy and overzealousness in both positions. Ruse is a native of England, who immigrated first to Canada, before arriving eight years ago at Florida State, where he now directs the History and Philosophy of Science Program. His book is titled, "Darwinism and Its Discontents", from Cambridge University Press. He spoke with TBOOK recently. Glenn Busby reports.

Issue:

Origins of Life – Science Research in Education Series – An Empirical Origin for the Genetic Code: The Escaped Triplet Theory

Program:

To The Best Of Our Knowledge

Date: Time: February 3, 2008 7:00A-7:30A

Description:

In concert with our first story's discussion of evolution, our next guest is hunting through the genetic code for the very first form of life. Dr. Michael Yarus is a Professor of Molecular, Cellular and Developmental Biology at the University of Colorado in Boulder. Dr. Yarus believes that since genetic code variations are so small among the tens of thousands of organisms on Earth, scientists may be able to find first life. He claims this could mean there was just a single group of creatures whose descendants are the only life known on Earth... or for that matter, anywhere in the universe. Glenn Busby reports.

EDUCATION (Cont'd)

Issue: National Science Foundation Series - The Sounds of Progress: The Changing Role of Girls &

> Women in Science and Engineering. NSU Evaluative Research Study of Stem Programs for Improved Retention, Progression and Graduation: The DNIMAS Program - Dozoretz National Institute for Mathematics and Applied Sciences Program at Norfolk State University, Part 1 of 2

Program:

To The Best Of Our Knowledge

Date: Time: February 10, 2008 7:00A-7:30A

Description:

Black History Month is a remembrance of important people and events in African American history. It's celebrated annually in the U.S. and Canada in the month of February. Black History Month was not instituted in the U.S. until 1976. But it's a month-long expansion of Negro History Week first established in 1926. Each year during this month, TBOOK tries to stimulate discussion and inform our listeners on this subject. This year, we are extremely pleased to present an exclusive special two-part feature about African American students in the sciences, engineering and math, Just last month, the National Science Board released its latest Science and Engineering indicators report. The data lists 50 U.S. colleges and universities awarding the most degrees to African Americans in science and engineering. Of course, there's Spelman, Harvard, Yale, Princeton, Stanford and Cornell. But also in that mix of top schools is Norfolk State University. Norfolk State initiated a program in 1985 to encourage African American students to pursue degrees in science, technology, engineering and math. The demonstrated success of their STEM program seems to indicate scholarship recipients have enjoyed considerably higher graduation rates, as well as the ability to earn graduate and professional degrees at much higher rates than their peers. We monitor several researchers currently crunching the numbers, to determine how NSU has been able to do that, so other schools may follow in their footsteps. Next week we conclude the story. Richard Paul reports.

Issue: Program:

School Desegregation in 1946 To The Best Of Our Knowledge

Date:

February 10, 2008

7:00A-7:30A Time:

Description:

It's been more than fifty years since a landmark U.S. Supreme Court decision outlawed segregation in public schools. But unbeknownst to most, there was a school that tacked desegregation long before it became the law of the land, way back in the 40's. That school in Alexandria, Virginia remains today.

EDUCATION (Cont'd)

Issue: National Science Foundation Series - The Sounds of Progress: The Changing Role of Girls &

> Women in Science and Engineering - NSU Evaluative Research Study of STEM Programs for Improved Retention, Progression and Graduation: The DNIMAS Program - Dozoretz National

> Institute for Mathematics and Applied Sciences Program at Norfolk State University, Part 2 of 2

Program: To The Best Of Our Knowledge

February 17, 2008 Date: Time: 7:00A-7:30A

While Historically Black Colleges and Universities (HBCUs) continue to grow, they are often the least Description:

understood and least studied institutions in higher education. But that's changing at Norfolk State University in Norfolk, Virginia. They have a grant to study their science, technology, engineering, and mathematics (STEM) student scholarship program. It's part of what's called DNIMAS, the Dozoretz National Institute for Mathematics and Applied Sciences. Last week we learned the goal of DNIMAS is to address the severe shortage of minority scientists. Their graduates earn degrees in biology, chemistry, computer sciences, engineering, math and physics. This week we learn that the DNIMAS graduation rate is 72%. That compares with just 26% for the university as a whole. And importantly, more than 90% of

DNIMAS students stay in science, engineering, or math.

The Norfolk research is looking at factors that contribute to these achievements, such as: all students received a full, four-year scholarship; students become part of a "learning community"; to reduce feelings of isolation they live together, take the same classes, eat together, and utilize a peer mentor-tutoring program. This is to avoid what's commonly known as the "weeding out" process, weeding out the weaker students. This approach can be especially detrimental to women of color and women in the sciences. Dr. Linda J. Sax calls this the "confidence gap" in her new book, The Gender Gap in College: Reinforcing Differences. Dr. Sax writes that it's "... particularly clear when it comes to women's participation in the male-dominated fields of science, technology, engineering, and mathematics... the STEM disciplines. Studies have found that regardless of aptitude, having low confidence in one's overall academic abilities makes one less likely to choose a STEM field as an undergraduate major or for a graduate program." TBOOK completes our story from Norfolk State University Richard Paul reports from Virginia.

Issue: It's Black History Month in Canada, Too!

Program: To The Best Of Our Knowledge

Date: February 17, 2008 Time: 7:00A-7:30A

Description:

Last week we mentioned that it's also Black History Month in Canada, Each February, the Department of Canadian Heritage invites Canadians to take part in events that commemorate the legacy of black Canadians. It's an opportunity to celebrate and learn about the contributions that Canadians of African descent have made to the building of Canada. Indeed, it's a long history. And here are just a few of the highlights. The first recorded person of African heritage to set foot in what would become Canada, arrived about 400 years ago. Slavery existed in Canada from 1628 until it was abolished in Upper Canada in 1793, and then throughout the entire British Empire in 1833. In 1779 in an effort to win the war of American Independence from 1775 – 1783, the British invited all black men, women, and children to join the British cause and win their freedom by doing so. Many accepted the invitation, and as a result, 10% of the United Empire Loyalists coming into the Maritimes were black. In 1779 the Abolition Act was passed in Upper Canada, now known as Ontario. This law freed slaves aged 25 and over and made it illegal to bring salves into Upper Canada. Thus, Upper Canada became the safe haven for runaway slaves. The Abolition Act also made Canada the first jurisdiction in the British Empire to move toward the abolition of slavery. Then in 1833, the British Imperial Act abolished slavery throughout the Empire, including Canada. Between 1800 and 1865, approximately 20,000 black people escaped to Canada via the underground railway. This month was officially recognized by the Parliament of Canada in 1995.

EDUCATION (Cont'd)

Issue:

Education Program Teaches Students About Slave Trade

Program:

To The Best Of Our Knowledge

Date: Time: February 17, 2008

7:00A-7:30A

Description:

We just heard in the last story about slaves using the underground railroad to escape from the U.S. to Canada. It turns out that path to Canada often went through western and central New York state. When most history students think about slavery in America, New York is probably not the first part of the country that comes immediately to mind. So now, historical societies in the Hudson Valley area of New York have begun a new educational program that's introducing students to an unsavory part of that region's history. Susan Barnett reports.

Issue:

The Posse Foundation

Program:

To The Best Of Our Knowledge

Date: Time: February 24, 2008 7:00A-7:30A

Description:

At a time when more college students than ever before are members of minority groups, higher percentages of them are enrolling at minority-serving institutions. That's the finding of a report from the U.S. Education Department. The remarkable statistics leading to that conclusion include: the number of two and four-year colleges whose undergraduate enrollment is at least 25% minority, jumped from 414 in 1984 to 1,254 in 2004; In 1984, minority-serving colleges enrolled 38% of all minority undergraduates. By 2004, they enrolled a healthy majority, 58%; Overall, minority-serving colleges accounted for 32% of all colleges in 2004. Up from just 14% 20 years earlier; that increase mirrored the dynamic growth in minority undergraduate enrollment which climbed an impressive 146% to 4.7 million. The largest numerical growth was in the category of black-serving colleges. They numbered 200 in 1984 and now two decades later have grown to 622. Helping those statistics advance, is what's known as The Posse Foundation. Since its inception in 1989, The Posse Foundation has sent well over 2,000 students from urban high schools to elite colleges and universities. The Posse program has been a huge success... with Posse students graduating at a rate well above the national average. How have they managed such success? To find out, TBOOK spoke with the Foundation's President and Founder, Dr. Deborah Bial. Dr. Bial received a B.A. from Brandeis University and followed that with an M.A. and then a Doctorate from Harvard University's Graduate School of Education. Her achievements were recognized last Fall when she was awarded a MacArthur "Genius" Fellowship from the Chicago-based MacArthur Foundation. Glenn Busby reports.

Issue:

The Top Four Presidential Candidates on Education

Program:

To The Best Of Our Knowledge

Date: Time: March 2, 2008 7:00A-7:30A

Description:

The presidential campaign has been monopolizing the news in recent weeks. Most of the discussion is about things like the economy, Iraq, health care, and the environment. Infrequently do we hear candidates address education in any detail. So, TBOOK did some research and fact checking and came up with a short list of what the top two candidates in each party have said regarding various education issues. We report on Senator John McCain and former Governor Mike Huckabee on the GOP side. And then democratic candidates, Senators Hilary Clinton and Barack Obama. Next fall, we'll look at each party's education platform before the November general election. Dr. Karen Hitchcock reports.

EDUCATION (Cont'd)

Issue:

President Bush's Education Goals in His final State of the Union Address

Program:

To The Best Of Our Knowledge

Date: Time: March 2, 2008 7:00A-7:30A

Description:

While the presidential hopefuls continue to contest the primaries, President Bush's underlying message in his State of the Union speech was, I'm still here. Bush reminded Congress "We have unfinished business before us, and the American people expect us to get it done." That "unfinished business" includes several items on the education agenda. President Bush used his final address to call on Congress to reauthorize No Child Left Behind. And proposed 300-million dollars for a program dubbed Pell Grants for Kids. It would provide grants on a competitive basis to states, school districts, cities, and non-profit organizations to create scholarship programs for low-income students in schools that have missed their achievement targets, and in high schools where graduation rates are lower than 60%. Though the President began his speech by talking about the economy and taxes, his two-minutes of education comments came early in his 53-minute address. Dr. Karen Hitchcock reports.

Issue:

New Education Budget for Fiscal Year 2009

Program:

To The Best Of Our Knowledge

Date: Time: March 2, 2008 7:00A-7:30A

Description:

The President's final State of the Union Address was followed up several days later by his last education budget. The overall budget would remain nearly the same as last year, about 60-billion dollars. And it did not take long for opposition leaders to react. Chairman of the Senate Education Committee, **T**ed Kennedy said, "Once again, President Bush has failed to put his money where his mouth is with respect to public education. His rhetoric is to leave No Child Left Behind but his budget leaves 3 million children behind – and cuts critical education programs for early education through adulthood." Bob Wise, President of the Alliance for Excellent Education said, the overall flat spending levels proposed... will not adequately fund the nation's education challenges nor offer congress incentive to improve the No Child Left Behind Act. TBOOK speaks with Education Secretary, Margaret Spellings, about her proposed final budget, and prospects for passage by congress. Glenn Busby reports.

Issue:

Time:

Sally Ride Science, Part 1 of 2 To The Best Of Our Knowledge

Program: Date:

March 16, 2008 7:00A-7:30A

Description:

A National Summit on the Advancement of Girls in Math & Science, held in Washington, was attended by 120 leaders in science, education and business. They came to focus on the math-science gender gap problems in schools, and its effect on women entering the fastest-growing job area of the future. Attendees were treated to a keynote address by America's first woman in space, Sally Ride. Ride earned a Ph.D. in Physics from Stanford University, and shortly thereafter, was selected for NASA's astronaut corp. Dr. Sally Ride is now President and CEO of Sally Ride Science. Glenn Busby reports.

EDUCATION (Cont'd)

Issue:

Origins of Life - Science Research in Education Series: A New Radiation Transfer Tool for

Analyzing Star Forming Regions: Application for Spitzer Glimpse Data

Program:

To The Best Of Our Knowledge

Date: Time: March 16, 2008 7:00A-7:30A

Description:

Standing on the surface of the Moon for the first time in 1969, astronauts were the first human beings to catch, first-hand, a glimpse of how tiny our little blue planet is. Nearly 40 years later, we have an even better idea of our place in the universe. Compared to the giant worlds of our solar system, Earth is just a bit player. It's about 100 times less massive than Saturn. And about 1,000 Earths could fit inside Jupiter. A new science exhibit produced by the Space Science Institute in Boulder, Colorado, just began its national tour. The educational exhibit, "Giant Worlds: A Voyage to the Outer Solar System", gives visitors a chance to learn what these planets are and the role they've played in making Earth habitable. The exhibit uses images gathered from NASA's recent missions. The Space Science Institute has collaborated on many of these missions, such as Cassini, the Spitzer Space Telescope, and GLIMPSE, which stands for Galactic Legacy Infrared Mid-Plane Survey Extraordinaire. The Institute's integrated research and education programs span planetary science, space physics, astrophysics, astrobiology, and Earth science. Our guest is a Senior Research Scientist at the Space Institute in Boulder, Dr. Barbara Whitney. Her research centers mainly around developing computer codes that model spectra and images, like star formation regions, as part of Glimpse. Glen Busby reports.

Issue:

Women's History Month / Sylvia Earle Profile

Program:

To The Best Of Our Knowledge

Date: Time: March 16, 2008 7:00A-7:30A

Description:

Sylvia Earle is known as a pioneering "aquanaut." She's a leading American oceanographer and marine botanist. Earle is a devout advocate of public education regarding the importance of the oceans as an essential environmental habitat. She received her Ph.D. from Duke University in 1966, has written 5 books and 125 articles. Dr. Sylvia Earle may be best known as the first person to dive solo to 1,250 feet beneath the surface, without being connected to a support vessel. Like the moon astronauts, she planted the U.S. flag at the floor of the Pacific Ocean near Hawaii. Her record holds to this day. Dr. Sylvia Earle was named the first woman to serve as Chief Scientist at the National Oceanic and Atmospheric Administration. And today, Dr. Earle is Explorer-in-Residence at the National Geographic Society. Kate Mulgrew narrates.

Mulgrew narrates

Issue: Program:

To The Best Of Our Knowledge

Metacomprehension

Date: Time: March 23, 2008 7:00A-7:30A

Description:

Many of you listening, at some point in your life, probably believed you would do well on a test because you thought you really knew the material. But then your grade came back lower than expected. According to Dr. John Dunlosky, the problem is a lack of Metacomprehension... or the ability to understand whether or not you do truly comprehend something. Dr. Dunlosky is a Professor of Psychology at Kent State University in Ohio. He also edits the "Journal of Experimental Psychology: Learning, Memory and Cognition", published by the American Psychological Association. Funded by the U.S. Department of Education, Dunlosky's research focuses mostly on middle school and college-aged students. He's studying how improving one's Metacomprehension can in turn improve students self-regulated learning. He explains his work to TBOOK. Jim Horne reports.

EDUCATION (Cont'd)

issue:

Sally Ride Science, Part 2 of 2

Program: Date:

To The Best Of Our Knowledge March 23, 2008

Time:

7:00A-7:30A

Description:

Sally Ride is now President and CEO of her own company, Sally Ride Science. As a long-time advocate for improved science education, she uses her company to create entertaining science programs and publications for children, with a particular focus on girls. In face, she's written five books for children. On her website, parents will find suggestions for their daughters such as: expect her to succeed in math, science and technology; encourage her natural curiosity about how things work and why; and empower her to explore math and science. Last week, Dr. Sally Ride spoke about the need to change the image of scientists and engineers. How important public outreach is. And cited some strategies suggested by current research. You can still hear that program, Show #912, online in our audio archive. This week, Dr. Ride has recommendations for how parents can help their daughters get through the challenging science and math middle school years. And she has a laughable story from her own earlier astronaut days. Glenn Busby reports.

Issue:

Women's History Month / Maria Mitchell Profile

Program:

To The Best Of Our Knowledge

Date: Time: March 23, 2008 7:00A-7:30A

Description:

As we continue our series about prominent women in science, we discovered Maria Mitchell. Her entire life was filled with firsts, including America's first woman astronomer. She has a comet named after her, as well as a crater on the moon. In fact, there is a Maria Mitchell Association in her hometown on Nantucket Island. The association is dedicated to furthering science education, encouraging women in science, and offers several education programs. Kate Mulgrew narrates.

Issue:

Engineer Your Life

Program:

To The Best Of Our Knowledge

Date:

March 30, 2008

Time:

7:00A-7:30A

Description:

According to a paper released by the Commission on Professionals in Science and Technology, from 1950 to the year 2000, growth in science, technology, engineering and mathematics, STEM occupations, outpaced the growth of the total labor force. The paper is part of the Alfred P. Sloan Foundation-funded STEM Workforce Data Project. It shows the total number of STEM workers, as well as the percentage of those who are women, minorities, and foreign born. The report shows women increased from 8% of the STEM workers in 1950 to 26% in 2000. Despite those gains, women remain underrepresented in STEM relative to their 47% share of all paid workers. Minorities in STEM occupations were too few in number to be reliably counted until about 1970. And they continue to be underrepresented in STEM jobs, with the exception of Asians.

The numbers are much lower for women in engineering. So each year during February and March, there are major efforts and energies focused on getting more girls and young women interested in engineering. For instance, these efforts include; Engineers Week, Introduce a Girl to Engineering Day, programs by the Society of Women Engineers, EngineerGirl.org, and many others.

GOVERNMENT

issue:

Attitudes About Life On Mars Are Changing

Program:

To The Best Of Our Knowledge

Date: Time: January 6, 2008 7:00A-7:30A

Description:

To help welcome the New Year, we're kicking off 2008 with a special theme show on Mars. As scientists discover more planets outside our own solar system, the hope is to find another planet just like Earth one that could support life as we know it here. Yet, even while new planets are being found, the search for our origins of life continues. That's why more countries are sending satellites, probes, and rovers to explore Mars close up. One of the better known Mars researchers is Dr. Everett Gibson, Senior Scientist and Geochemist at the Johnson Space Center in Houston, Texas. He's been with NASA for 35 years. Dr. Gibson is the Principal Investigator in NASA's exobiology program investigating Carbon Geochemistry of Martian Materials and Analogs. In an interview on the BBC, Gibson said, "If water exists beneath the Martian surface, why shouldn't life be present today on Mars?" Long time TBOOK listeners may remember we had Dr. Everett Gibson on our show in 2000 discussing his groundbreaking Mars meteorite research. Now, as the Interdisciplinary Scientist on the European Space Agency's Mars Express Mission, instruments aboard that craft had yielded several startling revelations. Dr. Gibson was at a gathering of European Space Agency scientists recently and told Radio Netherlands, Laura Durnford, how scientific opinions about life on Mars have been shifting in recent decades.

Issue:

Origins of Life – Science Research in Education Series: CO2-H2O Phase Equilibria and Martian Volatile History (Or How Mars Rolled Over and Died)

Program:

To The Best Of Our Knowledge

Date: Time: January 6, 2008 7:00A-7:30A

Description:

Since Mars is the closest planet to Earth, scientists have always wondered if it too may have spawned life, like Earth, when it was younger, warmer and had more water and atmosphere. Through the use of new technologies, scientists are even able to learn a lot about Mars by studying data that's collected from resources right here at home. After all, meteorites from Mars have fallen to earth. And our very cold Antarctic mimics frigid conditions on Mars. Evidence of running water on Mars' surface has led scientists to speculate that as much as 1 to 2 bars of carbon dioxide may have been present in Mars' atmosphere 3 to 4 billion years ago. That would have been enough to produce sufficient greenhouse warming to stabilize liquid water. But today, only 1% of that atmosphere remains. So what happened to the rest of it? Geochemist, Dr. John Longhi, has been investigating a provocative theory that Mars' atmosphere may have been transferred chemically to hidden reservoirs deep within the crust. Longhi talks with TBOOK about How Mars Rolled Over and Died. Dr. Longhi is a Doherty Senior Research Scientist at the Lamont-Doherty Earth Observatory at Columbia University in Palisades, New York. Glenn Busby reports.

lssue:

Recycling on Mars Trips
To The Best Of Our Knowledge

Program: Date:

January 6, 2008

Date. Time:

7:00A-7:30A

Description:

Putting people into space for relatively short periods of time, like shuttle flights or the International Space Station is one thing. But ensuring their health and safety for much longer voyages, like to Mars and back, is quite another. President Bush has set a goal to have astronauts travel to Mars within the next 30 years. To accomplish that, among the many problems that need to be solved first, is how to provide enough food, water and air to keep the astronauts going for at least three years, the possible length of their voyage. You may recall in our last story we spoke with Dr. Longhi about using Martian ice as a water source for space travelers to that planet. To learn more about recycling on Mars trips, TBOOK visited with Stork Aerospace Product Engineering, and asked Dr. Lodewijk Westerling about their Project MELISSA. Radio Netherlands, Thijs Westerbeek reports.

GOVERNMENT (Cont'd)

Issue:

Education Headlines & Updates

Date: Time: January 20, 2008 7:00A-7:30A

Description:

In college sports, it looks like the NCAA Division II is set this month to approve a 10 year pilot program to allow international schools to become members.

Down under, because of its geographic proximity to Asia, Australia seems to be improving its position in the global education market.

Updating our GI Bill stories from last month, more states appear poised to adopt statewide versions of the GI Bill to shore up the outdated federal legislation. Some states are now helping military veterans pay tuition not covered by the national government.

And in legislative news, President Bush did sign the 5 year renewal of the Head Start federal preschool program. While Education Chairman, George Miller, says No Child Left Behind may not get renewed until after a new administration takes over next year.

Issue:

Education Headlines & Updates

Program: Date: To The Best Of Our Knowledge January 27, 2008

Date: Time:

7:00A-7:30A

Description:

The U.S. presidential campaign is dominating much of the news. Advocates would like to see action on education budgets, student aid, and other bills before they get lost in all the election furor. In fact, the 2009 education budget is due to be introduced next month.

Also, questions of how much public aid for education illegal immigrants should receive has ignited fierce debate in the presidential campaign.

In other news, tiered teacher licensing systems are spreading to more states in an effort to try and improve teacher quality. Michigan is the latest state where teachers would progress from level to level based on performance assessment, not the more standard additional courses and workshops.

And one quick update. Student lender, Sallie Mae, is selling 2.5 billion dollars in stock and sing the proceeds to settle contracts. A landmark student loan law that took effect last October cut billions of dollars in federal subsidies for student lenders like Sallie Mae, which lost 344 million dollars in one quarter. Glen Busby reports.

Issue:

School Desegregation in 1946
To The Best Of Our Knowledge

Program: Date:

February 10, 2008

Time:

7:00A-7:30A

Description:

It's been more than fifty years since a landmark U.S. Supreme Court decision outlawed segregation in public schools. But unbeknownst to most, there was a school that tacked desegregation long before it became the law of the land, way back in the 40's. That school in Alexandria, Virginia remains today.

GOVERNMENT (Cont'd)

Issue: It's Black History Month in Canada, Too!

Program: To The Best Of Our Knowledge

Date: February 17, 2008 Time: 7:00A-7:30A

Description: Last week we mentioned that it's also Black History Month in Canada. Each February, the Department of

Canadian Heritage invites Canadians to take part in events that commemorate the legacy of black Canadians. It's an opportunity to celebrate and learn about the contributions that Canadians of African descent have made to the building of Canada. Indeed, it's a long history. And here are just a few of the highlights. The first recorded person of African heritage to set foot in what would become Canada, arrived about 400 years ago. Slavery existed in Canada from 1628 until it was abolished in Upper Canada in 1793, and then throughout the entire British Empire in 1833. In 1779 in an effort to win the war of American Independence from 1775 – 1783, the British invited all black men, women, and children to join the British cause and win their freedom by doing so. Many accepted the invitation, and as a result, 10% of the United Empire Loyalists coming into the Maritimes were black. In 1779 the Abolition Act was passed in Upper Canada, now known as Ontario. This law freed slaves aged 25 and over and made it illegal to bring salves into Upper Canada. Thus, Upper Canada became the safe haven for runaway slaves. The Abolition Act also made Canada the first jurisdiction in the British Empire to move toward the abolition of slavery. Then in 1833, the British Imperial Act abolished slavery throughout the Empire, including Canada. Between 1800 and 1865, approximately 20,000 black people escaped to Canada via the underground railway. This month was officially recognized by the Parliament of Canada in 1995.

Issue: Education Program Teaches Students About Slave Trade

Program: To The Best Of Our Knowledge

Date: February 17, 2008 Time: 7:00A-7:30A

Description: We just heard in the last story about slaves using the underground railroad to escape from the U.S. to

Canada. It turns out that path to Canada often went through western and central New York state. When most history students think about slavery in America, New York is probably not the first part of the country that comes immediately to mind. So now, historical societies in the Hudson Valley area of New York have begun a new educational program that's introducing students to an unsavory part of that region's history.

Susan Barnett reports.

Issue: The Top Four Presidential Candidates on Education

Program: To The Best Of Our Knowledge

Date: March 2, 2008 Time: 7:00A-7:30A

Description: The presidential campaign has been monopolizing the news in recent weeks. Most of the discussion is

about things like the economy, Iraq, health care, and the environment. Infrequently do we hear

candidates address education in any detail. So, TBOOK did some research and fact checking and came up with a short list of what the top two candidates in each party have said regarding various education issues. We report on Senator John McCain and former Governor Mike Huckabee on the GOP side. And then democratic candidates, Senators Hilary Clinton and Barack Obama. Next fall, we'll look at each party's education platform before the November general election. Dr. Karen Hitchcock reports.

GOVERNMENT (Cont'd)

Issue:

President Bush's Education Goals in His final State of the Union Address

Program:

To The Best Of Our Knowledge

Date: Time: March 2, 2008 7:00A-7:30A

Description:

While the presidential hopefuls continue to contest the primaries, President Bush's underlying message in his State of the Union speech was, I'm still here. Bush reminded Congress "We have unfinished business before us, and the American people expect us to get it done." That "unfinished business" includes several items on the education agenda. President Bush used his final address to call on Congress to reauthorize No Child Left Behind. And proposed 300-million dollars for a program dubbed Pell Grants for Kids. It would provide grants on a competitive basis to states, school districts, cities, and non-profit organizations to create scholarship programs for low-income students in schools that have missed their achievement targets, and in high schools where graduation rates are lower than 60%. Though the President began his speech by talking about the economy and taxes, his two-minutes of education comments came early in his 53-minute address. Dr. Karen Hitchcock reports.

Issue:

New Education Budget for Fiscal Year 2009

Program:

To The Best Of Our Knowledge

Date: Time: March 2, 2008 7:00A-7:30A

Description:

The President's final State of the Union Address was followed up several days later by his last education budget. The overall budget would remain nearly the same as last year, about 60-billion dollars. And it did not take long for opposition leaders to react. Chairman of the Senate Education Committee, Ted Kennedy said, "Once again, President Bush has failed to put his money where his mouth is with respect to public education. His rhetoric is to leave No Child Left Behind but his budget leaves 3 million children behind – and cuts critical education programs for early education through adulthood." Bob Wise, President of the Alliance for Excellent Education said, the overall flat spending levels proposed... will not adequately fund the nation's education challenges nor offer congress incentive to improve the No Child Left Behind Act. TBOOK speaks with Education Secretary, Margaret Spellings, about her proposed final budget, and prospects for passage by congress. Glenn Busby reports.

ENVIRONMENT, ENERGY & TRANSPORTATION

Issue:

Attitudes About Life On Mars Are Changing

Program:

To The Best Of Our Knowledge

Date: Time: January 6, 2008 7:00A-7:30A

Description:

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Recycling on Mars Trips
To The Best Of Our Knowledge

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MINORITIES, WOMEN & AGING

Issue: National Science Foundation Series - The Sounds of Progress: The Changing Role of Girls and

Women in Science and Engineering (Story 1 in 8 part series through August)

The Great Research Challenge: Engaging Girls in Computing

Program:

To The Best Of Our Knowledge

Date: Time: January 13, 2008 7:00A-7:30A

Description:

Fewer young adults are training for technical careers. Women, especially, are opting out. Dr. Lecia Barker wants to change that. Dr. Barker heads the University of Colorado at Boulder's Evaluation and Research Group at ATLAS, the Alliance for Teaching, Learning and Society Institute. The mission of ATLAS is to expand information technology training from Kindergarten through college. Barker is also a Senior Research Scientist in the National Center for Women and Information Technology, which aims to reserve the absence of women in technology as well. As part of fulfilling these goals, Dr. Barker has teamed up with the Computer Magnet Program at Denver Public Schools for her research. Together, they're determining more effective ways to recruit girls for technology classes. This story introduces our exclusive new NSF series, and gives researchers a voice, providing them a direct pipeline for publishing their studies in audio to a national audience. Shelley Schlender reports.

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Issue: Good Schools in Poor Neighborhoods: Defying Demographics, Achieving Success, Part 1 of 2

Program:

To The Best Of Our Knowledge

Date: January 20, 2008 Time: 7:00A-7:30A

Description:

"Good Schools in Poor Neighborhoods" has just been published after three years of ground breaking research. The book, from Urban Institute Press, contrasts highly effective schools serving urban, low income, minority youth... with their more typical struggling counterparts. The two very different schools highlighted include: one serving predominately African-American students in a large Northeastern city... with one serving Latino students in a southwestern urban area. "Good Schools" includes lots of first person quotes and anecdotes from principals, teachers, students, and parents. And using original research and reams of data, a picture of what makes exceptional schools emerges... that can hopefully guide educational policymakers and practitioners. "Good Schools" is co-written by Beatriz Chu Clewell, and our in-studio guest, Dr. Patricia Campbell. Dr. Campbell is President of Campbell-Kibler Associates in Massachusetts. A former university professor, she's been doing educational research and evaluation for more than 30 years. Her studies focus on issues of race, gender and disability.

Issue:

National Urban Alliance, Part 1 of 2

Program:

To The Best Of Our Knowledge

Date: Time: January 20, 2008 7:00A-7:30A

Description:

Like our first story, another organization that's working to improve the quality of public education in urban school systems is NUA, the National Urban Alliance. NUA contracts with schools, sometimes over a period of several years, to work with them on assessments, action plans, and teacher motivation. Also to engage communities, and to help align instruction and standards. This week, we talk about how the National Urban Alliance does its assessments, and what costs are involved. Next week, success stories, and reactions NUA gets from teachers and unions when they're brought in from outside. In studio is Dr. Eric Cooper, President of the National Urban Alliance. He founded NUA 18 years ago by investing the \$500,000 he was awarded by being named a MacArthur Fellow. Glenn Busby reports.

MINORITIES, WOMEN & AGING (Cont'd)

lssue:

Dr. Martin Luther King Holiday - National Urban Alliance, Part 2 of 2

Program:

To The Best Of Our Knowledge

Date: Time: January 27, 2008 7:00A-7:30A

Description:

The first day of this program coincides with the annual Dr. Martin Luther King, Jr. Day in the U.S. It's one of just four federal holidays to commemorate an individual. 2008 also marks the 40th anniversary of Dr. King's assassination. Millions of Americans across the country will honor his legacy by taking part in a wide range of service projects including painting schools and community centers and recruiting mentors for needy youth. Indeed, MLK Day colleagues include the American Association of State Colleges and Universities, First Book, and Mentor – the National Mentoring Partnership. In operation for nearly two decades, the National Urban Alliance for Effective Teaching has its own mentor network called Education As A Civil Right. NUA is partnering with several school systems throughout the country – most recently St. Louis, Albany, and Birmingham. Last week, we reported how the National Urban Alliance manages assessments and determines fees. This week, we have several inner city success stories, plus reactions NUA gets from teachers and unions when invited in from outside the community. Glen Busby reports.

Issue:

Education Headlines & Updates

Program:

To The Best Of Our Knowledge

Date:

January 27, 2008

Time:

7:00A-7:30A

Description:

The U.S. presidential campaign is dominating much of the news. Advocates would like to see action on education budgets, student aid, and other bills before they get lost in all the election furor. In fact, the 2009 education budget is due to be introduced next month.

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MINORITIES, WOMEN & AGING (Cont'd)

Issue: National Science Foundation Series - The Sounds of Progress: The Changing Role of Girls &

Women in Science and Engineering. NSU Evaluative Research Study of Stem Programs for Improved Retention, Progression and Graduation: The DNIMAS Program – Dozoretz National Institute for Mathematics and Applied Sciences Program at Norfolk State University. Part 1 of 2

Program: To The Best Of Our Knowledge

Date: February 10, 2008 Time: 7:00A-7:30A

Description: Black History Month is a remembrance of important people and events in African American history. It's

celebrated annually in the U.S. and Canada in the month of February. Black History Month was not instituted in the U.S. until 1976. But it's a month-long expansion of Negro History Week first established in 1926. Each year during this month, TBOOK tries to stimulate discussion and inform our listeners on this subject. This year, we are extremely pleased to present an exclusive special two-part feature about African American students in the sciences, engineering and math. Just last month, the National Science Board released its latest Science and Engineering indicators report. The data lists 50 U.S. colleges and universities awarding the most degrees to African Americans in science and engineering. Of course, there's Spelman, Harvard, Yale, Princeton, Stanford and Cornell. But also in that mix of top schools is Norfolk State University. Norfolk State initiated a program in 1985 to encourage African American students to pursue degrees in science, technology, engineering and math. The demonstrated success of their STEM program seems to indicate scholarship recipients have enjoyed considerably higher graduation rates, as well as the ability to earn graduate and professional degrees at much higher rates than their peers. We monitor several researchers currently crunching the numbers, to determine how NSU has been able to do that, so other schools may follow in their footsteps. Next week we conclude the

story. Richard Paul reports.

Issue: National Science Foundation Series - The Sounds of Progress: The Changing Role of Girls &

Women in Science and Engineering – NSU Evaluative Research Study of STEM Programs for Improved Retention, Progression and Graduation: The DNIMAS Program – Dozoretz National Institute for Mathematics and Applied Sciences Program at Norfolk State University, Part 2 of 2

Program: To The Best Of Our Knowledge

Date: February 17, 2008

Time: 7:00A-7:30A

Description: While Historically Black Colleges and Universities (HBCUs) continue to grow, they are often the least understood and least studied institutions in higher education. But that's changing at Norfolk State University in Norfolk, Virginia. They have a grant to study their science, technology, engineering, and mathematics (STEM) student scholarship program. It's part of what's called DNIMAS, the Dozoretz National Institute for Mathematics and Applied Sciences. Last week we learned the goal of DNIMAS is to address the severe shortage of minority scientists. Their graduates earn degrees in biology, chemistry, computer sciences, engineering, math and physics. This week we learn that the DNIMAS graduation rate is 72%. That compares with just 26% for the university as a whole. And importantly, more than 90% of DNIMAS students stay in science, engineering, or math.

The Norfolk research is looking at factors that contribute to these achievements, such as: all students received a full, four-year scholarship; students become part of a "learning community"; to reduce feelings of isolation they live together, take the same classes, eat together, and utilize a peer mentor-tutoring program. This is to avoid what's commonly known as the "weeding out" process, weeding out the weaker students. This approach can be especially detrimental to women of color and women in the sciences. Dr. Linda J. Sax calls this the "confidence gap" in her new book, The Gender Gap in College: Reinforcing Differences. Dr. Sax writes that it's "... particularly clear when it comes to women's participation in the male-dominated fields of science, technology, engineering, and mathematics... the STEM disciplines. Studies have found that regardless of aptitude, having low confidence in one's overall academic abilities makes one less likely to choose a STEM field as an undergraduate major or for a graduate program." TBOOK completes our story from Norfolk State University Richard Paul reports from Virginia.

MINORITIES, WOMEN & AGING (Cont'd)

Issue:

It's Black History Month in Canada, Too!

Program:

To The Best Of Our Knowledge

Date:

February 17, 2008

Time:

7:00A-7:30A

Description:

Last week we mentioned that it's also Black History Month in Canada. Each February, the Department of Canadian Heritage invites Canadians to take part in events that commemorate the legacy of black Canadians. It's an opportunity to celebrate and learn about the contributions that Canadians of African descent have made to the building of Canada. Indeed, it's a long history. And here are just a few of the highlights. The first recorded person of African heritage to set foot in what would become Canada, arrived about 400 years ago. Slavery existed in Canada from 1628 until it was abolished in Upper Canada in 1793, and then throughout the entire British Empire in 1833. In 1779 in an effort to win the war of American Independence from 1775 – 1783, the British invited all black men, women, and children to join the British cause and win their freedom by doing so. Many accepted the invitation, and as a result, 10% of the United Empire Loyalists coming into the Maritimes were black. In 1779 the Abolition Act was passed in Upper Canada, now known as Ontario. This law freed slaves aged 25 and over and made it illegal to bring salves into Upper Canada. Thus, Upper Canada became the safe haven for runaway slaves. The Abolition Act also made Canada the first jurisdiction in the British Empire to move toward the abolition of slavery. Then in 1833, the British Imperial Act abolished slavery throughout the Empire, including Canada. Between 1800 and 1865, approximately 20,000 black people escaped to Canada via the underground railway. This month was officially recognized by the Parliament of Canada in 1995.

Issue:

The Posse Foundation

Program:

To The Best Of Our Knowledge

Date:

February 24, 2008

Time: 7:00A-7:30A

Description:

At a time when more college students than ever before are members of minority groups, higher percentages of them are enrolling at minority-serving institutions. That's the finding of a report from the U.S. Education Department. The remarkable statistics leading to that conclusion include: the number of two and four-year colleges whose undergraduate enrollment is at least 25% minority, jumped from 414 in 1984 to 1,254 in 2004; In 1984, minority-serving colleges enrolled 38% of all minority undergraduates. By 2004, they enrolled a healthy majority, 58%; Overall, minority-serving colleges accounted for 32% of all colleges in 2004. Up from just 14% 20 years earlier; that increase mirrored the dynamic growth in minority undergraduate enrollment which climbed an impressive 146% to 4.7 million. The largest numerical growth was in the category of black-serving colleges. They numbered 200 in 1984 and now two decades later have grown to 622. Helping those statistics advance, is what's known as The Posse Foundation. Since its inception in 1989, The Posse Foundation has sent well over 2,000 students from urban high schools to elite colleges and universities. The Posse program has been a huge success... with Posse students graduating at a rate well above the national average. How have they managed such success? To find out, TBOOK spoke with the Foundation's President and Founder, Dr. Deborah Bial. Dr. Bial received a B.A. from Brandeis University and followed that with an M.A. and then a Doctorate from Harvard University's Graduate School of Education. Her achievements were recognized last Fall when she was awarded a MacArthur "Genius" Fellowship from the Chicago-based MacArthur Foundation. Glenn Busby reports.

MINORITIES, WOMEN & AGING (Cont'd)

Issue: Program: Sally Ride Science, Part 1 of 2

Date:

To The Best Of Our Knowledge March 16, 2008

Time:

7:00A-7:30A

Description:

A National Summit on the Advancement of Girls in Math & Science, held in Washington, was attended by 120 leaders in science, education and business. They came to focus on the math-science gender gap problems in schools, and its effect on women entering the fastest-growing job area of the future. Attendees were treated to a keynote address by America's first woman in space, Sally Ride. Ride earned a Ph.D. in Physics from Stanford University, and shortly thereafter, was selected for NASA's astronaut corp. Dr. Sally Ride is now President and CEO of Sally Ride Science. Glenn Busby reports.

Issue:

Women's History Month / Sylvia Earle Profile

Program:

To The Best Of Our Knowledge

Date: Time: March 16, 2008 7:00A-7:30A

Description:

Sylvia Earle is known as a pioneering "aquanaut." She's a leading American oceanographer and marine botanist. Earle is a devout advocate of public education regarding the importance of the oceans as an essential environmental habitat. She received her Ph.D. from Duke University in 1966, has written 5 books and 125 articles. Dr. Sylvia Earle may be best known as the first person to dive solo to 1,250 feet beneath the surface, without being connected to a support vessel. Like the moon astronauts, she planted the U.S. flag at the floor of the Pacific Ocean near Hawaii. Her record holds to this day. Dr. Sylvia Earle was named the first woman to serve as Chief Scientist at the National Oceanic and Atmospheric Administration. And today, Dr. Earle is Explorer-in-Residence at the National Geographic Society. Kate Mulgrew narrates.

Issue:

Sally Ride Science, Part 2 of 2 To The Best Of Our Knowledge

Program: Date: Time:

March 23, 2008 7:00A-7:30A

Description:

Sally Ride is now President and CEO of her own company, Sally Ride Science. As a long-time advocate for improved science education, she uses her company to create entertaining science programs and publications for children, with a particular focus on girls. In face, she's written five books for children. On her website, parents will find suggestions for their daughters such as: expect her to succeed in math, science and technology; encourage her natural curiosity about how things work and why; and empower her to explore math and science. Last week, Dr. Sally Ride spoke about the need to change the image of scientists and engineers. How important public outreach is. And cited some strategies suggested by current research. You can still hear that program, Show #912, online in our audio archive. This week, Dr. Ride has recommendations for how parents can help their daughters get through the challenging science and math middle school years. And she has a laughable story from her own earlier astronaut days. Glenn Busby reports.

Issue:

Women's History Month / Maria Mitchell Profile

Program:

To The Best Of Our Knowledge

Date: Time:

March 23, 2008 7:00A-7:30A

Description:

As we continue our series about prominent women in science, we discovered Maria Mitchell. Her entire life was filled with firsts, including America's first woman astronomer. She has a comet named after her, as well as a crater on the moon. In fact, there is a Maria Mitchell Association in her hometown on Nantucket Island. The association is dedicated to furthering science education, encouraging women in science, and offers several education programs. Kate Mulgrew narrates.

MINORITIES, WOMEN & AGING (Cont'd)

Issue:

Engineer Your Life

Program:

To The Best Of Our Knowledge

Date: Time: March 30, 2008

7:00A-7:30A

Description:

According to a paper released by the Commission on Professionals in Science and Technology, from 1950 to the year 2000, growth in science, technology, engineering and mathematics, STEM occupations, outpaced the growth of the total labor force. The paper is part of the Alfred P. Sloan Foundation-funded STEM Workforce Data Project. It shows the total number of STEM workers, as well as the percentage of those who are women, minorities, and foreign born. The report shows women increased from 8% of the STEM workers in 1950 to 26% in 2000. Despite those gains, women remain underrepresented in STEM relative to their 47% share of all paid workers. Minorities in STEM occupations were too few in number to be reliably counted until about 1970. And they continue to be underrepresented in STEM jobs, with the exception of Asians.

The numbers are much lower for women in engineering. So each year during February and March, there are major efforts and energies focused on getting more girls and young women interested in engineering. For instance, these efforts include; Engineers Week, Introduce a Girl to Engineering Day, programs by the Society of Women Engineers, EngineerGirl.org, and many others.

YOUTH & FAMILY

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Issue: Good Schools in Poor Neighborhoods: Defying Demographics, Achieving Success, Part 1 of 2

Program:

To The Best Of Our Knowledge

Date: Time: January 20, 2008 7:00A-7:30A

Description:

"Good Schools in Poor Neighborhoods" has just been published after three years of ground breaking research. The book, from Urban Institute Press, contrasts highly effective schools serving urban, low income, minority youth... with their more typical struggling counterparts. The two very different schools highlighted include: one serving predominately African-American students in a large Northeastern city... with one serving Latino students in a southwestern urban area. "Good Schools" includes lots of first person quotes and anecdotes from principals, teachers, students, and parents. And using original research and reams of data, a picture of what makes exceptional schools emerges... that can hopefully guide educational policymakers and practitioners. "Good Schools" is co-written by Beatriz Chu Clewell, and our in-studio guest, Dr. Patricia Campbell. Dr. Campbell is President of Campbell-Kibler Associates in Massachusetts. A former university professor, she's been doing educational research and evaluation for more than 30 years. Her studies focus on issues of race, gender and disability.

Issue:

National Urban Alliance, Part 1 of 2

Program:

To The Best Of Our Knowledge

Date: Time: January 20, 2008 7:00A-7:30A

Description:

Like our first story, another organization that's working to improve the quality of public education in urban school systems is NUA, the National Urban Alliance. NUA contracts with schools, sometimes over a period of several years, to work with them on assessments, action plans, and teacher motivation. Also to engage communities, and to help align instruction and standards. This week, we talk about how the National Urban Alliance does its assessments, and what costs are involved. Next week, success stories, and reactions NUA gets from teachers and unions when they're brought in from outside. In studio is Dr. Eric Cooper, President of the National Urban Alliance. He founded NUA 18 years ago by investing the \$500,000 he was awarded by being named a MacArthur Fellow. Glenn Busby reports.

YOUTH & FAMILY (Cont'd)

Issue:

Dr. Martin Luther King Holiday - National Urban Alliance, Part 2 of 2

Program:

To The Best Of Our Knowledge

Date: Time: January 27, 2008 7:00A-7:30A

Description:

The first day of this program coincides with the annual Dr. Martin Luther King, Jr. Day in the U.S. It's one of just four federal holidays to commemorate an individual. 2008 also marks the 40th anniversary of Dr. King's assassination. Millions of Americans across the country will honor his legacy by taking part in a wide range of service projects including painting schools and community centers and recruiting mentors for needy youth. Indeed, MLK Day colleagues include the American Association of State Colleges and Universities, First Book, and Mentor – the National Mentoring Partnership. In operation for nearly two decades, the National Urban Alliance for Effective Teaching has its own mentor network called Education As A Civil Right. NUA is partnering with several school systems throughout the country – most recently St. Louis, Albany, and Birmingham. Last week, we reported how the National Urban Alliance manages assessments and determines fees. This week, we have several inner city success stories, plus reactions NUA gets from teachers and unions when invited in from outside the community. Glen Busby reports.

PUBLIC FILE, PART 2

KDND-FM Sundays, 6:30A-7:00A

PUBLIC FILE Host: Kat Maudru

Locally produced news and public affairs magazine show featuring in-depth interviews, investigative reports, documentaries and feature stories on news events and issues of significance to the Sacramento area.

PUBLIC FILE ASCERTAINED COMMUNITY ISSUES

- 1. **EDUCATION**, including the quality of public education; school busing; white flight; bilingual education; school violence; and the quality of college and adult education.
- 2. **ECONOMY**, including inflation; economic development; economic opportunity; welfare; unemployment; job training; labor relations; and consumer issues.
- 3. **GOVERNMENT**, including government spending; the provision of government services; taxes; general political debate by officials and candidates.
- 4. **HEALTH**, including quality of medical facilities; national health programs; nutrition; physical fitness; mental health; preventative health care; and medical malpractice.
- 5. **ENVIRONMENT, ENERGY & TRANSPORTATION**, including natural disasters; pollution (especially air and water); the water crisis; and the effects of urban sprawl.
- 6. **MINORITIES, WOMEN & AGING**, including discrimination and other problems of racial minorities; women and senior citizens; the handicapped; homosexuals; and religious ethnic groups.
- 7. **CRIME**, including increasing crime rate; youth and gang crime; police-community relations; gun control; law enforcement; the criminal justice system; and the prison system, reform and rehabilitation.
- 8. **DRUG ABUSE**, including the increase in use and abuse of drugs and alcohol; rehabilitation programs; drunk driving; and the need for greater education.
- 9. **YOUTH & FAMILY**, including issues regarding marriage; the changing role of the family; parenting; child rearing; and abuse.

EDUCATION

Issue:

Sports for Disabled People

Program:

Public File

Date:

January 13, 2008

Time:

6:30A-7:00A

Description:

Disabled Sports USA Far West is an organization that leads the way in adaptive sorts and recreation for people with disabilities. With over 30 years of experience, their trained staff and volunteers help people discover life without limits. The organization was established by disabled Vietnam veterans to serve the war injured. They now offer nationwide sports rehabilitation programs to anyone with a permanent physical disability. Activities include winter skiing, water sports, summer and winter competitions, fitness and special sports events. Participants include those with visual impairments, amputations, spinal cord injury, dwarfism, multiple sclerosis, head injury, cerebral palsy, and other neuromuscular and orthopedic conditions.

Issue:

Drug Abuse Prevention

Program:

Public File

Date: Time: January 20, 2008 6:30A-7:00A

Description:

The Partnership for a Drug-Free America is a non-profit organization uniting communications professionals, renowned scientists and parents. Best known for its national drug-education campaign, the Partnership's mission is to reduce illicit drug use in America. Now in its 20th year, the Partnership helps parents and caregivers effectively address drug and alcohol abuse with their children. A major new initiative now unfolding integrates the latest science and research with the most effective traditional media and digital communication techniques to give parents the tools, resources and support they need to help their children lead healthy lives. The Partnership depends on donations and support from individuals, corporations, foundations and government. Time To Talk provides parents helpful tips and tools to begin these conversations as well as the encouragement to help parents keep it going over the long haul. Parents can sign up for free monthly newsletters and gain access to tools such as Tips for Getting the Conversation Started, How to Help Your Kid Turn Down Drugs, and Answering the Question: "Did You Do Drugs?" Insightful, timely and relevant content and resources are updated and added frequently. The site also links to Time to Talk's Yahoo! Groups, an online parent forum that enables parents to share experiences and connect with others facing similar situations.

Issue:

Music Therapy

Program:

Public File

Date: Time: February 3, 2008 6:30A-7:00A

Description:

Music therapy is defined as the skillful use of music and musical elements by an accredited music therapist. It is a discipline which combines the use of music with the personal qualities of the therapist as a treatment for rehabilitating, maintaining, and improving the lives of persons with emotional, cognitive, social, spiritual, psychological and physical needs. Music therapy has been used to help patients with conditions such as Alzheimers Disease, Autism spectrum disorder, and brain injuries. Music therapy has been shown to be effective with people of all ages and abilities. Whether the challenges be physical, emotional, or psychological, a visit to a music therapist may prove beneficial. Goal areas may include, but are not limited to, motor skills, social/interpersonal development, cognitive development, self-awareness, and spiritual enhancement. Clients do not have to be musicians to participate in or benefit from music therapy. In fact, because most clients have not had previous musical training, music therapy sessions are always designed to take advantage of the innate tendencies of all human beings to make and appreciate music at their own developmental levels.

EDUCATION (Cont'd)

Issue:

Response to Crisis

Program:

Public File

Date:

February 10, 2008

Time:

6:30A-7:00A

Description:

The Placer County Law Enforcement Chaplaincy is a non-profit organization that provides nonsectarian crisis intervention to law enforcement and the community at large. The Chaplaincy primarily serves the federal, state and local law enforcement agencies in Placer County. As a result of its achievements over the years, the Chaplaincy has frequently been cited as a national model, and has become a resource for communities throughout the United States. Chaplains are first responders who are trained in crisis care. The Chaplaincy includes two kinds of chaplains. Law Enforcement Chaplains primarily serve law enforcement employees and their families. Law Enforcement Chaplains must be licenses or ordained. On the other hand, Community Chaplains primarily serve citizens who are affected by crimes and other traumatic incidents, particularly including the families, friends, neighbors and co-workers of victims. Chaplains come from a very broad racial, sectarian, geographic, and socioeconomic cross-section of the Placer County region. At any given time, the Chaplaincy's roster typically includes 10 to 15 law enforcement chaplains and 60 to 70 community chaplains.

lssue:

Childhood Obesity

Program: Date:

Public File March 2, 2008

Time: 6:30A-7:00A

Description:

Childhood obesity is a medical condition that affects children. It is characterized by a weight well above the mean for their height and age and a body mass index well above the norm. Childhood obesity is considered by many to be an "epidemic" in Western countries, in particular, the United States, United Kingdom and Australia. Over 15% of American children are currently considered obese, and the number is growing. Daily consumption of fast food and junk food has dominated over healthy food choices. Researchers provided a lunchtime survey for a one year period to 1,681 children, ages 5 to 12 years old. They discovered that although 68% of the children did have fruit in their lunchboxes, 90% of the children had junk food in their lunch boxes. Physical inactivity of children has also shown to be a serious cause, and children who fail to engage in regular physical activity are at greater risk of obesity. Researchers studied the physical activity of 133 children over a three week period using an accelerometer to measure each child's level of physical activity. They discovered the obese children were 35% less active on school days and 65% less active on weekends compared to non-obese children. Northern Area Dietetic Association (NADA) of the California Dietetic Association is a network of local Registered Dietitians (RD) and Dietetic Technicians Registered (DTR) who provide expertise in nutrition and health fitness.

Issue:

Help for At-Risk Youth

Program: Date:

Time:

Public File March 9, 2008 6:30A-7:00A

Description:

California Coalition for Youth's (CCY) mission is to lead California as a voice for youth-adult partnerships. They advocate for public policies, programs and services that empower, support and protect the rights of youth and their families. CCY, a charitable non-profit, was initially formed in 1978 in response to ensure that the rights of California's youth and their families were considered. Several groups joined forces in this effort and formed CCY. To address crisis issues of youth, CCY began operating the California Youth Crisis line with funding by the State of California. Currently, operating funds are derived from competitively awarded grants and contracts from the state as well as from private foundation, membership fees, donations, and in-house fund-raising activities. Their Youth Crisis Line establishes and protects the rights of all youth and their families to receive necessary prevention and intervention services.

EDUCATION (Cont'd)

Issue:

Bodies Revealed

Program:

Public File March 16, 2008

Date: Time:

6:30A-7:00A

Description:

Using real human specimens, painstakingly prepared and respectfully displayed, the Bodies Revealed exhibition lets visitors of all ages explore deep within the human body in a way that informs but doesn't overwhelm. The Bodies Revealed Exhibitions – which feature actual human specimens – allow people of all ages access to sights and knowledge normally reserved only for medical professionals. They allow the opportunity to peer inside yourself, to better understand how your elaborate and fascinating body works, and how you can become a more informed participant in your own health care. As the visitor moves from gallery to gallery, the exhibition uses 14 full body human specimens and over 200 organs to tell the story of the miraculous systems at work within each of us every second of our existence.

Issue:

Alternative Fuels

Program:

Public File

Date: Time: March 22, 2008 6:30A-7:00A

Description:

The California Fuel Cell Partnership is committed to promoting fuel cell vehicle commercialization as a means of moving towards a sustainable energy future, increasing energy efficiency and reducing or eliminating air pollution and greenhouse gas emissions. The California Fuel Cell Partnership is a collaboration of 33 member organizations, including auto manufacturers, energy providers, government agencies and fuel cell technology companies, that work together to promote the commercialization of hydrogen fuel cell vehicles. Automotive members provide fuel cell passenger vehicles that are placed in demonstration programs, where they are tested in real-world driving conditions. Energy members work to build hydrogen stations within an infrastructure that is safe, convenient and fits into the community. Fuel cell technology members provide fuel cells for passenger vehicles and transit buses. Government members lay the groundwork for demonstration programs by facilitating steps to creating a hydrogen fueling infrastructure.

Issue:

Disaster Preparedness

Program:

Public File March 30, 2008

Date:

6:30A-7:00A

Description:

Citizen's Voice's mission is to inspire, inform and involve citizens in the public arena on behalf of all, especially the vulnerable. Citizen Voice fulfills its mission by involving citizens in both practical immediate intervention and work towards long-term changes that protect the vulnerable. SAFELY OUT is a project of Citizen Voice, developed in partnership with the Red Cross – Sacramento Sierra Chapter, to ensure that our most vulnerable citizens – including the disabled, frail seniors, young children and more – are protected during a disaster. SAFELY OUT kits are the foundation of the project. For anyone who may have difficulty safely evacuating, they enable easy access to critical emergency information along with a leave-behind alert system that allows the person to call for help and then notifies the first responders where that person has been evacuated to.

ECONOMY

Issue:

Alternative Fuels

Program:

Public File

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GOVERNMENT

Issue:

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Program:

Public File

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Time:

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GOVERNMENT (Cont'd)

Issue:

Disaster Preparedness

Program:

Public File

Date: Time: March 30, 2008 6:30A-7:00A

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HEALTH

Issue:

Eating Disorders

Program:

Public File

Date: Time: January 6, 2008 6:30A-7:00A

Description:

An eating disorder is marked by extremes. It is present when a person experiences severe disturbances in eating behavior, such as extreme reduction of food intake or extreme overeating, or feelings of extreme distress or concern about body weight or shape. The two main types of eating disorders are anorexia nervosa and bulimia nervosa. A third category is binge-eating disorder. Eating disorders frequently appear during adolescence or young adulthood, but some reports indicate that they can develop during childhood or later in adulthood. Women and girls are much more likely than males to develop an eating disorder. Eating disorders are real, treatable medical illnesses with complex underlying psychological and biological causes. They frequently co-exist with other psychiatric disorders such as depression, substance abuse, or anxiety disorders. People with eating disorders also can suffer from numerous other physical health complications, such as heart conditions or kidney failure, which can lead to death.

Issue:

Sports for Disabled People

Program:

Public File

Date:

January 13, 2008

Time:

6:30A-7:00A

Description:

Disabled Sports USA Far West is an organization that leads the way in adaptive sorts and recreation for people with disabilities. With over 30 years of experience, their trained staff and volunteers help people discover life without limits. The organization was established by disabled Vietnam veterans to serve the war injured. They now offer nationwide sports rehabilitation programs to anyone with a permanent physical disability. Activities include winter skiing, water sports, summer and winter competitions, fitness and special sports events. Participants include those with visual impairments, amputations, spinal cord injury, dwarfism, multiple sclerosis, head injury, cerebral palsy, and other neuromuscular and orthopedic conditions.

Issue:

Drug Abuse Prevention

Program:

Public File

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HEALTH (Cont'd)

Issue:

Osteoporosis

Program: Date:

Public File

Time:

January 27, 2008 6:30A-7:00A

Description:

Osteoporosis means "porous bones". It is a condition in which the bones become fragile and weakened, increasing the risk of fractures, especially in the wrist, hip and spine. Any bone can be affected, but the most serious concerns are fractures of the hip and spine. Today, approximately 10 million Americans have osteoporosis. Another 18 million Americans have low bone mass and are at risk for developing osteoporosis. Of these, 80% are women. This figure is estimated to rise to 41 million by the year 2015 unless steps are taken to educate individuals about prevention and screening. Osteoporosis is often called the "silent" disease, because it can progress without symptoms. Without proper screening and diagnosis, a person may not know they have osteoporosis until they break a bone. Fractured bones were once the only way to tell if a person had osteoporosis. Fortunately, there are new methods today that can detect osteoporosis before a fracture occurs.

Issue:

Music Therapy

Program:

Public File

Date:

February 3, 2008

Time:

6:30A-7:00A

Description:

Music therapy is defined as the skillful use of music and musical elements by an accredited music therapist. It is a discipline which combines the use of music with the personal qualities of the therapist as a treatment for rehabilitating, maintaining, and improving the lives of persons with emotional, cognitive, social, spiritual, psychological and physical needs. Music therapy has been used to help patients with conditions such as Alzheimers Disease, Autism spectrum disorder, and brain injuries. Music therapy has been shown to be effective with people of all ages and abilities. Whether the challenges be physical, emotional, or psychological, a visit to a music therapist may prove beneficial. Goal areas may include, but are not limited to, motor skills, social/interpersonal development, cognitive development, self-awareness, and spiritual enhancement. Clients do not have to be musicians to participate in or benefit from music therapy. In fact, because most clients have not had previous musical training, music therapy sessions are always designed to take advantage of the innate tendencies of all human beings to make and appreciate music at their own developmental levels.

Issue:

Hospital Fundraiser

Program:

Public File

Date: Time: February 17, 2008 6:30A-7:00A

Description:

The Children's Miracle Network (CMN) is an international non-profit organization dedicated to raising funds for, and awareness of, children's hospitals. Locally, the UC Davis Children's Hospital is the CMN beneficiary. UC Davis Children's Hospital is Sacramento's only fully accredited, comprehensive hospital for children. The facility encompasses a wide range of services, such as pediatric intensive care, a comprehensive cancer program, neurological services, and life flight emergency transport. Through Radiothons, such as the one the Entercom Sacramento radio group is hosting, more than 40 million dollars have been raised for the CMN hospitals.

HEALTH (Cont'd)

Issue:

Free Medical Care at Public Events

Program:

Public File

Date:

February 24, 2008

Time:

6:30A-7:00A

Description:

With nearly 400 volunteers, Rock Medicine works concerts at almost every Northern California venue, including Arco Arena and Sleep Train Amphitheatre and the most storied of all, the Fillmore in San Francisco. In later years, Rock Medicine has branched out to non-musical events, such as the X Games and even a Hell's Angels motorcycle soiree. After working the first Sacramento Track and Field Trials in 2000, Rock Medicine was invited back. The on-site services relieve traditional public-health services, and keeps the crowd out of local emergency rooms. Medical workers take vacation time or work off hours from their regular jobs to provide free medical care. Their vocations range from doctors to CPR trainers, some of whom roam the bleachers in teams, dispensing kindly advice and sunscreen. During a concert or event, they will tend to several hundred cases, including a few heart attacks, a lot of dehydration and everything in between.

Issue:

Childhood Obesity

Program:

Public File

Date: Time: March 2, 2008 6:30A-7:00A

Description:

Childhood obesity is a medical condition that affects children. It is characterized by a weight well above the mean for their height and age and a body mass index well above the norm. Childhood obesity is considered by many to be an "epidemic" in Western countries, in particular, the United States, United Kingdom and Australia. Over 15% of American children are currently considered obese, and the number is growing. Daily consumption of fast food and junk food has dominated over healthy food choices. Researchers provided a lunchtime survey for a one year period to 1,681 children, ages 5 to 12 years old. They discovered that although 68% of the children did have fruit in their lunchboxes, 90% of the children had junk food in their lunch boxes. Physical inactivity of children has also shown to be a serious cause, and children who fail to engage in regular physical activity are at greater risk of obesity. Researchers studied the physical activity of 133 children over a three week period using an accelerometer to measure each child's level of physical activity. They discovered the obese children were 35% less active on school days and 65% less active on weekends compared to non-obese children. Northern Area Dietetic Association (NADA) of the California Dietetic Association is a network of local Registered Dietitians (RD) and Dietetic Technicians Registered (DTR) who provide expertise in nutrition and health fitness.

Issue:

Bodies Revealed

Program:

Public File March 16, 2008

Date: Time:

6:30A-7:00A

Description:

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ENVIRONMENT, ENERGY & TRANSPORTATION

Issue:

Alternative Fuels

Program:

Public File

Date: Time: March 22, 2008 6:30A-7:00A

Description:

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Issue:

Disaster Preparedness

Program:

Public File

Date: Time: March 30, 2008 6:30A-7:00A

Description:

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MINORITIES, WOMEN & AGING

Issue:

Eating Disorders

Program:

Public File

Date: **T**ime:

January 6, 2008 6:30A-7:00A

Description:

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Program:

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Issue:

Osteoporosis

Program: Date:

Public File January 27, 2008

Time:

6:30A-7:00A

Description:

Osteoporosis means "porous bones". It is a condition in which the bones become fragile and weakened, increasing the risk of fractures, especially in the wrist, hip and spine. Any bone can be affected, but the most serious concerns are fractures of the hip and spine. Today, approximately 10 million Americans have osteoporosis. Another 18 million Americans have low bone mass and are at risk for developing osteoporosis. Of these, 80% are women. This figure is estimated to rise to 41 million by the year 2015 unless steps are taken to educate individuals about prevention and screening. Osteoporosis is often called the "silent" disease, because it can progress without symptoms. Without proper screening and diagnosis, a person may not know they have osteoporosis until they break a bone. Fractured bones were once the only way to tell if a person had osteoporosis. Fortunately, there are new methods today that can detect osteoporosis before a fracture occurs.

MINORITIES, WOMEN & AGING (Cont'd)

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Music Therapy

Program:

Public File

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Date: Time: March 30, 2008 6:30A-7:00A

Description:

Citizen's Voice's mission is to inspire, inform and involve citizens in the public arena on behalf of all, especially the vulnerable. Citizen Voice fulfills its mission by involving citizens in both practical immediate intervention and work towards long-term changes that protect the vulnerable. SAFELY OUT is a project of Citizen Voice, developed in partnership with the Red Cross – Sacramento Sierra Chapter, to ensure that our most vulnerable citizens – including the disabled, frail seniors, young children and more – are protected during a disaster. SAFELY OUT kits are the foundation of the project. For anyone who may have difficulty safely evacuating, they enable easy access to critical emergency information along with a leave-behind alert system that allows the person to call for help and then notifies the first responders where that person has been evacuated to.

CRIME

Issue: **Drug Abuse Prevention**

Program: Public File

Date: January 20, 2008 Time: 6:30A-7:00A

Description: The Partnership for a Drug-Free America is a non-profit organization uniting communications

professionals, renowned scientists and parents. Best known for its national drug-education campaign, the Partnership's mission is to reduce illicit drug use in America. Now in its 20th year, the Partnership helps parents and caregivers effectively address drug and alcohol abuse with their children. A major new initiative now unfolding integrates the latest science and research with the most effective traditional media and digital communication techniques to give parents the tools, resources and support they need to help their children lead healthy lives. The Partnership depends on donations and support from individuals. corporations, foundations and government. Time To Talk provides parents helpful tips and tools to begin these conversations as well as the encouragement to help parents keep it going over the long haul. Parents can sign up for free monthly newsletters and gain access to tools such as Tips for Getting the Conversation Started, How to Help Your Kid Turn Down Drugs, and Answering the Question: "Did You Do Drugs?" Insightful, timely and relevant content and resources are updated and added frequently. The site also links to Time to Talk's Yahoo! Groups, an online parent forum that enables parents to share

experiences and connect with others facing similar situations.

Response to Crisis Issue:

Program: Public File

Date: February 10, 2008 Time: 6:30A-7:00A

Description: The Placer County Law Enforcement Chaplaincy is a non-profit organization that provides nonsectarian

> crisis intervention to law enforcement and the community at large. The Chaplaincy primarily serves the federal, state and local law enforcement agencies in Placer County. As a result of its achievements over the years, the Chaplaincy has frequently been cited as a national model, and has become a resource for communities throughout the United States. Chaplains are first responders who are trained in crisis care. The Chaplaincy includes two kinds of chaplains. Law Enforcement Chaplains primarily serve law enforcement employees and their families. Law Enforcement Chaplains must be licenses or ordained. On the other hand, Community Chaplains primarily serve citizens who are affected by crimes and other traumatic incidents, particularly including the families, friends, neighbors and co-workers of victims. Chaplains come from a very broad racial, sectarian, geographic, and socioeconomic cross-section of the Placer County region. At any given time, the Chaplaincy's roster typically includes 10 to 15 law

enforcement chaplains and 60 to 70 community chaplains.

Issue: Help for At-Risk Youth

Program: Public File Date: March 9, 2008 Time: 6:30A-7:00A

Description: California Coalition for Youth's (CCY) mission is to lead California as a voice for youth-adult partnerships.

They advocate for public policies, programs and services that empower, support and protect the rights of youth and their families. CCY, a charitable non-profit, was initially formed in 1978 in response to ensure that the rights of California's youth and their families were considered. Several groups joined forces in this effort and formed CCY. To address crisis issues of youth, CCY began operating the California Youth

Crisis line with funding by the State of California. Currently, operating funds are derived from competitively awarded grants and contracts from the state as well as from private foundation,

membership fees, donations, and in-house fund-raising activities. Their Youth Crisis Line establishes and

protects the rights of all youth and their families to receive necessary prevention and intervention

services.

DRUG ABUSE

Issue:

Eating Disorders

Program:

Public File

Date:

January 6, 2008

Time:

6:30A-7:00A

Description:

An eating disorder is marked by extremes. It is present when a person experiences severe disturbances in eating behavior, such as extreme reduction of food intake or extreme overeating, or feelings of extreme distress or concern about body weight or shape. The two main types of eating disorders are anorexia nervosa and bulimia nervosa. A third category is binge-eating disorder. Eating disorders frequently appear during adolescence or young adulthood, but some reports indicate that they can develop during childhood or later in adulthood. Women and girls are much more likely than males to develop an eating disorder. Eating disorders are real, treatable medical illnesses with complex underlying psychological and biological causes. They frequently co-exist with other psychiatric disorders such as depression, substance abuse, or anxiety disorders. People with eating disorders also can suffer from numerous other physical health complications, such as heart conditions or kidney failure, which can lead to death.

Issue:

Drug Abuse Prevention

Program:

Public File

6:30A-7:00A

Date:

January 20, 2008

Time:

Description:

The Partnership for a Drug-Free America is a non-profit organization uniting communications professionals, renowned scientists and parents. Best known for its national drug-education campaign, the Partnership's mission is to reduce illicit drug use in America. Now in its 20th year, the Partnership helps parents and caregivers effectively address drug and alcohol abuse with their children. A major new initiative now unfolding integrates the latest science and research with the most effective traditional media and digital communication techniques to give parents the tools, resources and support they need to help their children lead healthy lives. The Partnership depends on donations and support from individuals, corporations, foundations and government. Time To Talk provides parents helpful tips and tools to begin these conversations as well as the encouragement to help parents keep it going over the long haul. Parents can sign up for free monthly newsletters and gain access to tools such as Tips for Getting the Conversation Started, How to Help Your Kid Turn Down Drugs, and Answering the Question: "Did You Do Drugs?" Insightful, timely and relevant content and resources are updated and added frequently. The site also links to Time to Talk's Yahoo! Groups, an online parent forum that enables parents to share

Issue:

Time:

Help for At-Risk Youth

experiences and connect with others facing similar situations.

Program: Date:

Public File March 9, 2008 6:30A-7:00A

Description:

California Coalition for Youth's (CCY) mission is to lead California as a voice for youth-adult partnerships. They advocate for public policies, programs and services that empower, support and protect the rights of youth and their families. CCY, a charitable non-profit, was initially formed in 1978 in response to ensure that the rights of California's youth and their families were considered. Several groups joined forces in this effort and formed CCY. To address crisis issues of youth, CCY began operating the California Youth Crisis line with funding by the State of California. Currently, operating funds are derived from competitively awarded grants and contracts from the state as well as from private foundation, membership fees, donations, and in-house fund-raising activities. Their Youth Crisis Line establishes and protects the rights of all youth and their families to receive necessary prevention and intervention services.

YOUTH & FAMILY

Issue:

Eating Disorders

Program:

Public File

Date:

January 6, 2008

Time:

6:30A-7:00A

Description:

An eating disorder is marked by extremes. It is present when a person experiences severe disturbances in eating behavior, such as extreme reduction of food intake or extreme overeating, or feelings of extreme distress or concern about body weight or shape. The two main types of eating disorders are anorexia nervosa and bulimia nervosa. A third category is binge-eating disorder. Eating disorders frequently appear during adolescence or young adulthood, but some reports indicate that they can develop during childhood or later in adulthood. Women and girls are much more likely than males to develop an eating disorder. Eating disorders are real, treatable medical illnesses with complex underlying psychological and biological causes. They frequently co-exist with other psychiatric disorders such as depression, substance abuse, or anxiety disorders. People with eating disorders also can suffer from numerous other physical health complications, such as heart conditions or kidney failure, which can lead to death.

Issue:

Sports for Disabled People

Program:

Public File

Date:

January 13, 2008

Time:

6:30A-7:00A

Description:

Disabled Sports USA Far West is an organization that leads the way in adaptive sorts and recreation for people with disabilities. With over 30 years of experience, their trained staff and volunteers help people discover life without limits. The organization was established by disabled Vietnam veterans to serve the war injured. They now offer nationwide sports rehabilitation programs to anyone with a permanent physical disability. Activities include winter skiing, water sports, summer and winter competitions, fitness and special sports events. Participants include those with visual impairments, amputations, spinal cord injury, dwarfism, multiple sclerosis, head injury, cerebral palsy, and other neuromuscular and orthopedic conditions.

Issue:

Drug Abuse Prevention

Program:

Public File

Date:

January 20, 2008

Time:

6:30A-7:00A

Description:

The Partnership for a Drug-Free America is a non-profit organization uniting communications professionals, renowned scientists and parents. Best known for its national drug-education campaign, the Partnership's mission is to reduce illicit drug use in America. Now in its 20th year, the Partnership helps parents and caregivers effectively address drug and alcohol abuse with their children. A major new initiative now unfolding integrates the latest science and research with the most effective traditional media and digital communication techniques to give parents the tools, resources and support they need to help their children lead healthy lives. The Partnership depends on donations and support from individuals, corporations, foundations and government. Time To Talk provides parents helpful tips and tools to begin these conversations as well as the encouragement to help parents keep it going over the long haul. Parents can sign up for free monthly newsletters and gain access to tools such as Tips for Getting the Conversation Started, How to Help Your Kid Turn Down Drugs, and Answering the Question: "Did You Do Drugs?" Insightful, timely and relevant content and resources are updated and added frequently. The site also links to Time to Talk's Yahoo! Groups, an online parent forum that enables parents to share experiences and connect with others facing similar situations.

YOUTH & FAMILY (Cont'd)

Issue:

Music TherapyPublic File

Program: Date:

February 3, 2008

Time:

6:30A-7:00A

Description:

Music therapy is defined as the skillful use of music and musical elements by an accredited music therapist. It is a discipline which combines the use of music with the personal qualities of the therapist as a treatment for rehabilitating, maintaining, and improving the lives of persons with emotional, cognitive, social, spiritual, psychological and physical needs. Music therapy has been used to help patients with conditions such as Alzheimers Disease, Autism spectrum disorder, and brain injuries. Music therapy has been shown to be effective with people of all ages and abilities. Whether the challenges be physical, emotional, or psychological, a visit to a music therapist may prove beneficial. Goal areas may include, but are not limited to, motor skills, social/interpersonal development, cognitive development, self-awareness, and spiritual enhancement. Clients do not have to be musicians to participate in or benefit from music therapy. In fact, because most clients have not had previous musical training, music therapy sessions are always designed to take advantage of the innate tendencies of all human beings to make and appreciate music at their own developmental levels.

Issue:

Response to Crisis

Program:

Public File

Date:

February 10, 2008

Time:

6:30A-7:00A

Description:

The Placer County Law Enforcement Chaplaincy is a non-profit organization that provides nonsectarian crisis intervention to law enforcement and the community at large. The Chaplaincy primarily serves the federal, state and local law enforcement agencies in Placer County. As a result of its achievements over the years, the Chaplaincy has frequently been cited as a national model, and has become a resource for communities throughout the United States. Chaplains are first responders who are trained in crisis care. The Chaplaincy includes two kinds of chaplains. Law Enforcement Chaplains primarily serve law enforcement employees and their families. Law Enforcement Chaplains must be licenses or ordained. On the other hand, Community Chaplains primarily serve citizens who are affected by crimes and other traumatic incidents, particularly including the families, friends, neighbors and co-workers of victims. Chaplains come from a very broad racial, sectarian, geographic, and socioeconomic cross-section of the Placer County region. At any given time, the Chaplaincy's roster typically includes 10 to 15 law enforcement chaplains and 60 to 70 community chaplains.

Issue:

Hospital Fundraiser

Program:

Public File

Date:

February 17, 2008

Time:

6:30A-7:00A

Description:

The Children's Miracle Network (CMN) is an international non-profit organization dedicated to raising funds for, and awareness of, children's hospitals. Locally, the UC Davis Children's Hospital is the CMN beneficiary. UC Davis Children's Hospital is Sacramento's only fully accredited, comprehensive hospital for children. The facility encompasses a wide range of services, such as pediatric intensive care, a comprehensive cancer program, neurological services, and life flight emergency transport. Through Radiothons, such as the one the Entercom Sacramento radio group is hosting, more than 40 million dollars have been raised for the CMN hospitals.

YOUTH & FAMILY (Cont'd)

Issue:

Time:

Childhood Obesity

Program: Date: Public File March 2, 2008 6:30A-7:00A

Description:

Childhood obesity is a medical condition that affects children. It is characterized by a weight well above the mean for their height and age and a body mass index well above the norm. Childhood obesity is considered by many to be an "epidemic" in Western countries, in particular, the United States, United Kingdom and Australia. Over 15% of American children are currently considered obese, and the number is growing. Daily consumption of fast food and junk food has dominated over healthy food choices. Researchers provided a lunchtime survey for a one year period to 1,681 children, ages 5 to 12 years old. They discovered that although 68% of the children did have fruit in their lunchboxes, 90% of the children had junk food in their lunch boxes. Physical inactivity of children has also shown to be a serious cause, and children who fail to engage in regular physical activity are at greater risk of obesity. Researchers studied the physical activity of 133 children over a three week period using an accelerometer to measure each child's level of physical activity. They discovered the obese children were 35% less active on school days and 65% less active on weekends compared to non-obese children. Northern Area Dietetic Association (NADA) of the California Dietetic Association is a network of local Registered Dietitians (RD) and Dietetic Technicians Registered (DTR) who provide expertise in nutrition and health fitness.

Issue:

Time:

Help for At-Risk Youth

Program: Date:

Public File March 9, 2008 6:30A-7:00A

Description:

California Coalition for Youth's (CCY) mission is to lead California as a voice for youth-adult partnerships. They advocate for public policies, programs and services that empower, support and protect the rights of youth and their families. CCY, a charitable non-profit, was initially formed in 1978 in response to ensure that the rights of California's youth and their families were considered. Several groups joined forces in this effort and formed CCY. To address crisis issues of youth, CCY began operating the California Youth Crisis line with funding by the State of California. Currently, operating funds are derived from competitively awarded grants and contracts from the state as well as from private foundation, membership fees, donations, and in-house fund-raising activities. Their Youth Crisis Line establishes and protects the rights of all youth and their families to receive necessary prevention and intervention services.

Issue:

Time:

Disaster Preparedness

Program: Date:

Public File March 30, 2008 6:30A-7:00A

Description:

Citizen's Voice's mission is to inspire, inform and involve citizens in the public arena on behalf of all, especially the vulnerable. Citizen Voice fulfills its mission by involving citizens in both practical immediate intervention and work towards long-term changes that protect the vulnerable. SAFELY OUT is a project of Citizen Voice, developed in partnership with the Red Cross – Sacramento Sierra Chapter, to ensure that our most vulnerable citizens – including the disabled, frail seniors, young children and more – are protected during a disaster. SAFELY OUT kits are the foundation of the project. For anyone who may have difficulty safely evacuating, they enable easy access to critical emergency information along with a leave-behind alert system that allows the person to call for help and then notifies the first responders where that person has been evacuated to.

PUBLIC FILE, PART 1

KDND-FM Sundays, 6:00A-6:30A

PUBLIC FILE Host: Kat Maudru

Locally produced news and public affairs magazine show featuring in-depth interviews, investigative reports, documentaries and feature stories on news events and issues of significance to the Sacramento area.

PUBLIC FILE ASCERTAINED COMMUNITY ISSUES

- 1. **EDUCATION**, including the quality of public education; school busing; white flight; bilingual education; school violence; and the quality of college and adult education.
- 2. **ECONOMY**, including inflation; economic development; economic opportunity; welfare; unemployment; job training; labor relations; and consumer issues.
- 3. **GOVERNMENT**, including government spending; the provision of government services; taxes; general political debate by officials and candidates.
- 4. **HEALTH**, including quality of medical facilities; national health programs; nutrition; physical fitness; mental health; preventative health care; and medical malpractice.
- 5. **ENVIRONMENT, ENERGY & TRANSPORTATION**, including natural disasters; pollution (especially air and water); the water crisis; and the effects of urban sprawl.
- 6. **MINORITIES, WOMEN & AGING**, including discrimination and other problems of racial minorities; women and senior citizens; the handicapped; homosexuals; and religious ethnic groups.
- 7. **CRIME**, including increasing crime rate; youth and gang crime; police-community relations; gun control; law enforcement; the criminal justice system; and the prison system, reform and rehabilitation.
- 8. **DRUG ABUSE**, including the increase in use and abuse of drugs and alcohol; rehabilitation programs; drunk driving; and the need for greater education.
- 9. **HOUSING**, including rental restrictions; rent control; lack of low and middle housing; landlord / tenant relations; historical preservation; and mortgage rates.
- 10. **YOUTH & FAMILY**, including issues regarding marriage; the changing role of the family; parenting; child rearing; and abuse.

EDUCATION

Issue:

Animal Welfare

Program:

Public File

Date:

January 20, 2008

Time:

6:00A-6:30A

Description:

The Animal Place, founded in 1989, is a non-profit sanctuary for abused and discarded farmed animals. Rescued individuals and indigenous wildlife share 60 acres of forest, meadow, pasture, hills and small lakes. They rescue animals who have no place else to go. Some were abused. Others were impounded by animal control due to neglect or cruelty. Some are from traditional humane societies who were unable to find permanent homes for them. 'Downed' animals rescued from auctions and stockyards, and animals used in research also make up many of the animals who will live out the remaining years of their lives peacefully at Animal Place. Programs include their Food for Thought campaign, which encourages SPCAs and humane societies to become consistent in their compassion and behavior toward all species by adopting animal-friendly menu policies.

Issue:

Changes in the Local Job Market

Program:

Public File

Date: Time: February 3, 2008 6:00A-6:30A

Description:

The Job Journal is celebrating its 25th anniversary. It has been providing jobseekers and employers throughout Northern California with innovative alternatives to traditional job-search resources since 1982. California Job Journal is a weekly employment newspaper featuring hundreds of current job opportunities plus timely articles and tips on job hunting and career planning. Job listings include very detailed information about each position so you know if you're qualified before you even apply. There are convenient distribution points in most Northern California cities. And best of all, it's FREE! JobJournal.com is a highly regarded, popular resource for jobseekers, career changers and employment professionals. In addition to thousands of job opportunities from throughout Northern California, this award-winning site features a comprehensive calendar of employment events, skills training, and one of the web's largest libraries of career profiles and job-search advice. Jobs and resources are added daily, so be sure to bookmark JobJournal.com and come back often.

Issue:

Acknowledging Local Heroes

Program:

Public File

Date: Time: February 10, 2008 6:00A-6:30A

Description:

In 2001, Americans were awakened to the everyday heroes in our communities. Like the firefighters, law enforcement and emergency service personnel doing their jobs as terrorists struck America on September 11th, there are heroes among us in every community. Heroes are public servants, civic leaders, local businesses, corporations, coaches, tutors, ministers or the neighbor who gives kids a safe place to go after school. The Heart of a Hero event provides a very special opportunity to recognize those who are making a positive impact within our community assisting youth. Without these heroes and others like them, our community would be less rich. The event was established to raise community awareness of the need teenagers have for a safe, stable and drug/alcohol free environment and how much an environment assists in guiding their energy and actions in a positive direction. The gala recognizes the

efforts of extraordinary individuals who have assisted youth in the greater Sacramento Valley.

EDUCATION (Cont'd)

Issue:

Time:

Child Support Services

Program: Date: Public File March 9, 2008 6:00A-6:30A

Description:

The Placer County Department of Child Support Services is dedicated to the delivery of quality child support services, so more children will have the opportunity to succeed. They are here to help parents and guardians with their child support legal, collection and accounting needs. The Department collected and assisted in the distribution of approximately 18 million dollars in support payments to families last year. Best of all, the valuable services provided, are available to anyone who needs help with their child support needs. The Department is proud to serve the children and families of Placer County, the State of California and the nation. The services they offer include locating a parent, establishing paternity, establishing, modifying and enforcing a court order for child support, and establishing, modifying and enforcing and order for health insurance coverage.

Issue:

Time:

Healthy Marriages

Program: Date:

Public File March 16, 2008 6:00A-6:30A

Description:

The Healthy Marriage Project of Sacramento (HMP) is a non-profit organization dedicated to strengthening emotionally, socially, and economically healthy relationships in all stages of growth. The goals of HMP include reducing divorce rates, encouraging thriving relationships, and stabilizing families. HMP is part of a bi-partisan, nationwide effort. It receives funding from private donations, community organizations and a grant from the U.S. Department of Health and Human Services. HMP provides successful relationship skills, training and marriage education programs. Their vision is to ensure Sacramento is a community where members understand the importance and value of marriage and where healthy relationships and families thrive. The Healthy Marriage Project provides the Sacramento area with effective, low cost, skills-centered, relationship support programs for individuals and couples in all relationship stages – from the first date to the golden anniversary. HMP partners with community-based organizations to bring culturally sensitive, relationship skills programs to neighborhoods throughout the greater Sacramento region.

Issue:

Time:

Cultural Diversity

Program: Date:

Public File March 22, 2008 6:00A-6:30A

Description:

Sacramento is recognized as one of the most diverse regions in America. In fact, in 2002, TIME Magazine called Sacramento "America's Most Ethnically Diverse City". To celebrate this, music and dance from many nations and cultures will be showcased during this launch event while attracting school children in the same way Gold Rush Days does. High-level amateur and professional groups will headline the evening event. Performers will be paid a fee to support their art form. An attractive package for out-of-town performer accommodations will be arranged and performers will be encouraged to bring family members and friends. The mission of the event is to showcase the cultural diversity of the Sacramento region through the presentation of an ethnic dance festival for all ages, providing an educational and entertaining experience. The initial objective of the festival is to provide a platform for the many cultures of the Sacramento region to showcase their culture through dance, music and food. Other objectives include, but are not limited to, attracting visitors to Sacramento to increase the economic impact of the region, hosting visitors overnight and extended stays in the region and highlighting Sacramento as a "culturally friendly" destination.

EDUCATION (Cont'd)

Issue: Program: **Depression**Public File
March 30, 2008

Date: Time:

6:00A-6:30A

Description:

A depressive disorder is an illness that involves the body, mood, and thoughts. It affects the way a person eats and sleeps, the way one feels about oneself, and the way one thinks about things. A depressive disorder is not the same as a passing blue mood. It is not a sign of personal weakness or a condition that can be willed or wished away. People with a depressive illness cannot merely "pull themselves together" and get better. Without treatment, symptoms can last for weeks, months, or years. Appropriate treatment, however, can help most people who suffer from depression. Everyone experiences "ups" and "downs" in their life. But for some people the "downs" can outweigh the "ups." This can cause problems with everyday activities such as eating, sleeping, working, and getting along with friends. If this happens for more than a few weeks, depression may be the reason. Major depression is very common – it affects an estimated 19 million American adults every year. Nearly twice as many women (6.5%) as men (3.3%) suffer from depression each year. The good news is that it is possible to manage the symptoms of depression.

ECONOMY

Issue: Program: **Solar Power** Public File

Date:

January 27, 2008

Time:

6:00A-6:30A

Description:

Solar power is free, clean, and available every day. The costs of solar systems have come down 80%+ over the past two decades, and as more consumers take to solar the costs are falling still. There are a variety of solar power options available, and it's important to understand the benefits and costs of each option. Solar power is produced by using photovoltaic (PV) cells to capture the energy of the sun and convert it into electricity. The electricity generated by the system can be used to power any and all devices and appliances plugged into your home's electrical service. Solar electric systems are designed to withstand most weather conditions. Lightening, wind up to 80 miles per hour, and extreme temperatures are all things a solar system can handle. Most solar panels come with a 25 year power output guarantee and are expected to last at least twice that long. Solar can add \$20 of home value for every \$1 of yearly energy cost savings.

Issue:

Changes in the Local Job Market

Program:

Public File

Date: Time: February 3, 2008 6:00A-6:30A

Description:

The Job Journal is celebrating its 25th anniversary. It has been providing jobseekers and employers throughout Northern California with innovative alternatives to traditional job-search resources since 1982. California Job Journal is a weekly employment newspaper featuring hundreds of current job opportunities plus timely articles and tips on job hunting and career planning. Job listings include very detailed information about each position so you know if you're qualified before you even apply. There are convenient distribution points in most Northern California cities. And best of all, it's FREE! JobJournal.com is a highly regarded, popular resource for jobseekers, career changers and employment professionals. In addition to thousands of job opportunities from throughout Northern California, this award-winning site features a comprehensive calendar of employment events, skills training, and one of the web's largest libraries of career profiles and job-search advice. Jobs and resources are added daily, so be sure to bookmark JobJournal.com and come back often.

Issue:

Saving Energy

Program:

Public File

6:00A-6:30A

Date: Time: February 24, 2008

Description:

The California Energy Commission is the state's primary energy policy and planning agency. Created by the Legislature in 1974 and located in Sacramento, the Commission has five major responsibilities: Forecasting future energy needs and keeping historical energy data, licensing thermal power plans 50 megawatts or larger, promoting energy efficiency through appliance and building standards, developing energy technologies and supporting renewable energy, and planning for and directing state response to energy emergency. With the signing of the Electric Industry Deregulation Law in 1998, the Commission's role includes overseeing funding programs that support public interest energy research; advance energy science and technology through research, development and demonstration; and provide market support to existing, new and emerging renewable technologies. With energy challenges facing the state, the Commission and its dedicated staff of state employees stand ready to turn challenges into opportunities and help Californians continue to have energy choices that are affordable, reliable, diverse, safe and environmentally acceptable.

ECONOMY (Cont'd)

Issue:

Time:

Child Support Services

Program: Date:

Public File March 9, 2008 6:00A-6:30A

Description:

The Placer County Department of Child Support Services is dedicated to the delivery of quality child support services, so more children will have the opportunity to succeed. They are here to help parents and guardians with their child support legal, collection and accounting needs. The Department collected and assisted in the distribution of approximately 18 million dollars in support payments to families last year. Best of all, the valuable services provided, are available to anyone who needs help with their child support needs. The Department is proud to serve the children and families of Placer County, the State of California and the nation. The services they offer include locating a parent, establishing paternity, establishing, modifying and enforcing a court order for child support, and establishing, modifying and enforcing and order for health insurance coverage.

Issue:

Time:

Cultural Diversity

Program: Date: Public File March 22, 2008 6:00A-6:30A

Description:

Sacramento is recognized as one of the most diverse regions in America. In fact, in 2002, TIME Magazine called Sacramento "America's Most Ethnically Diverse City". To celebrate this, music and dance from many nations and cultures will be showcased during this launch event while attracting school children in the same way Gold Rush Days does. High-level amateur and professional groups will headline the evening event. Performers will be paid a fee to support their art form. An attractive package for out-of-town performer accommodations will be arranged and performers will be encouraged to bring family members and friends. The mission of the event is to showcase the cultural diversity of the Sacramento region through the presentation of an ethnic dance festival for all ages, providing an educational and entertaining experience. The initial objective of the festival is to provide a platform for the many cultures of the Sacramento region to showcase their culture through dance, music and food. Other objectives include, but are not limited to, attracting visitors to Sacramento to increase the economic impact of the region, hosting visitors overnight and extended stays in the region and highlighting Sacramento as a "culturally friendly" destination.

GOVERNMENT

Issue:

Toxic Mold

Program:

Public File

Date: Time: January 6, 2008 6:00A-6:30A

Description:

The term toxic mold is sometimes used to refer to mold-related indoor air quality problems. Molds excrete liquids or gases as defecatory matter; not all can be detected by smell. Some molds generate toxic liquid or gaseous compounds, call mycotoxins. Of these molds, some only produce mycotoxins under specific growing conditions. Mycotoxins are harmful or lethal to humans and animals when exposure is high enough. Exposure to significant quantities of mold spores can cause toxic/allergic reactions. Toxic mold or black mold can be deadly, especially to children with mold allergies. Toxic mold has become almost epidemic in some parts of the United States where foam board was used as wall insulation with no air space to let walls breathe. After black mold begins to grow, microscopic mold spores quickly become airborne and travel throughout air conditioning and heating systems. A person can inhale over a half million spores per minute without knowing it.

Issue: Program: Solar Power

Program Date:

Public File January 27, 2008

Time:

6:00A-6:30A

Description:

Solar power is free, clean, and available every day. The costs of solar systems have come down 80%+ over the past two decades, and as more consumers take to solar the costs are falling still. There are a variety of solar power options available, and it's important to understand the benefits and costs of each option. Solar power is produced by using photovoltaic (PV) cells to capture the energy of the sun and convert it into electricity. The electricity generated by the system can be used to power any and all devices and appliances plugged into your home's electrical service. Solar electric systems are designed to withstand most weather conditions. Lightening, wind up to 80 miles per hour, and extreme temperatures are all things a solar system can handle. Most solar panels come with a 25 year power output guarantee and are expected to last at least twice that long. Solar can add \$20 of home value for every \$1 of yearly energy cost savings.

Issue:

Changes in the Local Job Market

Program:

Public File

Date:

February 3, 2008

Time:

6:00A-6:30A

Description:

The Job Journal is celebrating its 25th anniversary. It has been providing jobseekers and employers throughout Northern California with innovative alternatives to traditional job-search resources since 1982. California Job Journal is a weekly employment newspaper featuring hundreds of current job opportunities plus timely articles and tips on job hunting and career planning. Job listings include very detailed information about each position so you know if you're qualified before you even apply. There are convenient distribution points in most Northern California cities. And best of all, it's FREE! JobJournal.com is a highly regarded, popular resource for jobseekers, career changers and employment professionals. In addition to thousands of job opportunities from throughout Northern California, this award-winning site features a comprehensive calendar of employment events, skills training, and one of the web's largest libraries of career profiles and job-search advice. Jobs and resources are added daily, so be sure to bookmark JobJournal.com and come back often.

GOVERNMENT (Cont'd)

lssue:

Acknowledging Local Heroes

Program:

Public File

Date:

February 10, 2008

Time:

6:00A-6:30A

Description:

In 2001, Americans were awakened to the everyday heroes in our communities. Like the firefighters, law enforcement and emergency service personnel doing their jobs as terrorists struck America on September 11th, there are heroes among us in every community. Heroes are public servants, civic leaders, local businesses, corporations, coaches, tutors, ministers or the neighbor who gives kids a safe place to go after school. The Heart of a Hero event provides a very special opportunity to recognize those who are making a positive impact within our community assisting youth. Without these heroes and others like them, our community would be less rich. The event was established to raise community awareness of the need teenagers have for a safe, stable and drug/alcohol free environment and how much an environment assists in guiding their energy and actions in a positive direction. The gala recognizes the efforts of extraordinary individuals who have assisted youth in the greater Sacramento Valley.

Issue:

Child Support Services

Program:

Public File

Date: Time: March 9, 2008 6:00A-6:30A

Description:

The Placer County Department of Child Support Services is dedicated to the delivery of quality child support services, so more children will have the opportunity to succeed. They are here to help parents and guardians with their child support legal, collection and accounting needs. The Department collected and assisted in the distribution of approximately 18 million dollars in support payments to families last year. Best of all, the valuable services provided, are available to anyone who needs help with their child support needs. The Department is proud to serve the children and families of Placer County, the State of California and the nation. The services they offer include locating a parent, establishing paternity, establishing, modifying and enforcing a court order for child support, and establishing, modifying and enforcing and order for health insurance coverage.

HEALTH

Issue: Program: **Toxic Mold**Public File

Date:

January 6, 2008

Time:

6:00A-6:30A

Description:

The term toxic mold is sometimes used to refer to mold-related indoor air quality problems. Molds excrete liquids or gases as defecatory matter; not all can be detected by smell. Some molds generate toxic liquid or gaseous compounds, call mycotoxins. Of these molds, some only produce mycotoxins under specific growing conditions. Mycotoxins are harmful or lethal to humans and animals when exposure is high enough. Exposure to significant quantities of mold spores can cause toxic/allergic reactions. Toxic mold or black mold can be deadly, especially to children with mold allergies. Toxic mold has become almost epidemic in some parts of the United States where foam board was used as wall insulation with no air space to let walls breathe. After black mold begins to grow, microscopic mold spores quickly become airborne and travel throughout air conditioning and heating systems. A person can inhale over a half million spores per minute without knowing it.

Women's Support Groups

Issue: Program:

Public File

Date:

February 17, 2008

Time:

6:00A-6:30A

Description:

Vent is a grass roots women's support group formed by women for women. Vent provides a safe place for women to connect with each other in order to alleviate isolation, share information, raise awareness, heal by developing coping and recovery skills and plan for a life free from addiction. Women who attend Vent are making changes in their lives and reducing or eliminating the generational effects on their children. Their services are for women dealing with the effects of addiction in either themselves or a loved one. Their desire is to improve the quality of women's lives with counseling, education, and support leading to social and behavioral changes, giving back to the individual family system as well as the community. Their goals are to decrease addiction issues amongst women, increase individual coping and problem solving skills, increase self-worth and self-esteem, and increase self-awareness of personal recovery.

Issue:

Programs for Seniors and their Caregivers

Program:

Public File March 2, 2008 6:00A-6:30A

Date: Time:

Description:

Sutter Auburn Faith Hospital and Sutter Roseville Medical Center offer a Recreation and Respite program to seniors with physical or memory impairments and to their caregivers. The Recreation and Respite program provides activities for the seniors and provides their caregivers the opportunity to spend a few hours of spare time to pursue their own interests. This enriching program for seniors provides recreational, social and educational activities, using a variety of stimulating methods. These activities include games, music, exercise, group discussion and socializing, crafts, reminiscing, adventures with pets and other activities that enhance the well being of the participant. The program also provides valuable free time for caregivers to spend it as they choose. Recreation and Respite is sponsored by Sutter Auburn Faith Hospital and Sutter Roseville Medical Center in partnership with Seniors First.

HEALTH (Cont'd)

Issue: Program: **Depression**Public File
March 30, 2008

Date: Time:

6:00A-6:30A

Description:

A depressive disorder is an illness that involves the body, mood, and thoughts. It affects the way a person eats and sleeps, the way one feels about oneself, and the way one thinks about things. A depressive disorder is not the same as a passing blue mood. It is not a sign of personal weakness or a condition that can be willed or wished away. People with a depressive illness cannot merely "pull themselves together" and get better. Without treatment, symptoms can last for weeks, months, or years. Appropriate treatment, however, can help most people who suffer from depression. Everyone experiences "ups" and "downs" in their life. But for some people the "downs" can outweigh the "ups." This can cause problems with everyday activities such as eating, sleeping, working, and getting along with friends. If this happens for more than a few weeks, depression may be the reason. Major depression is very common – it affects an estimated 19 million American adults every year. Nearly twice as many women (6.5%) as men (3.3%) suffer from depression each year. The good news is that it is possible to manage the symptoms of depression.

ENVIRONMENT, ENERGY & TRANSPORTATION

Issue:

Animal Welfare

Program:

Public File

Date:

January 20, 2008

Time:

6:00A-6:30A

Description:

The Animal Place, founded in 1989, is a non-profit sanctuary for abused and discarded farmed animals. Rescued individuals and indigenous wildlife share 60 acres of forest, meadow, pasture, hills and small lakes. They rescue animals who have no place else to go. Some were abused. Others were impounded by animal control due to neglect or cruelty. Some are from traditional humane societies who were unable to find permanent homes for them. 'Downed' animals rescued from auctions and stockyards, and animals used in research also make up many of the animals who will live out the remaining years of their lives peacefully at Animal Place. Programs include their Food for Thought campaign, which encourages SPCAs and humane societies to become consistent in their compassion and behavior toward all species by adopting animal-friendly menu policies.

Issue:

Solar Power

Program:

Public File

Date: Time: January 27, 2008 6:00A-6:30A

Description:

Solar power is free, clean, and available every day. The costs of solar systems have come down 80%+ over the past two decades, and as more consumers take to solar the costs are falling still. There are a variety of solar power options available, and it's important to understand the benefits and costs of each option. Solar power is produced by using photovoltaic (PV) cells to capture the energy of the sun and convert it into electricity. The electricity generated by the system can be used to power any and all devices and appliances plugged into your home's electrical service. Solar electric systems are designed to withstand most weather conditions. Lightening, wind up to 80 miles per hour, and extreme temperatures are all things a solar system can handle. Most solar panels come with a 25 year power output guarantee and are expected to last at least twice that long. Solar can add \$20 of home value for every \$1 of yearly energy cost savings.

Issue:

Saving Energy

Program:

Public File

Date:

February 24, 2008 6:00A-6:30A

Time: 6:00

Description:

The California Energy Commission is the state's primary energy policy and planning agency. Created by the Legislature in 1974 and located in Sacramento, the Commission has five major responsibilities: Forecasting future energy needs and keeping historical energy data, licensing thermal power plans 50 megawatts or larger, promoting energy efficiency through appliance and building standards, developing energy technologies and supporting renewable energy, and planning for and directing state response to energy emergency. With the signing of the Electric Industry Deregulation Law in 1998, the Commission's role includes overseeing funding programs that support public interest energy research; advance energy science and technology through research, development and demonstration; and provide market support to existing, new and emerging renewable technologies. With energy challenges facing the state, the Commission and its dedicated staff of state employees stand ready to turn challenges into opportunities and help Californians continue to have energy choices that are affordable, reliable, diverse, safe and environmentally acceptable.

MINORITIES, WOMEN & AGING

Issue:

Women's Support Groups

Program:

Public File

Date:

February 17, 2008

Time:

6:00A-6:30A

Description:

Vent is a grass roots women's support group formed by women for women. Vent provides a safe place for women to connect with each other in order to alleviate isolation, share information, raise awareness, heal by developing coping and recovery skills and plan for a life free from addiction. Women who attend Vent are making changes in their lives and reducing or eliminating the generational effects on their children. Their services are for women dealing with the effects of addiction in either themselves or a loved one. Their desire is to improve the quality of women's lives with counseling, education, and support leading to social and behavioral changes, giving back to the individual family system as well as the community. Their goals are to decrease addiction issues amongst women, increase individual coping and problem solving skills, increase self-worth and self-esteem, and increase self-awareness of personal recovery.

Issue:

Programs for Seniors and their Caregivers

Program: Date:

Time:

Public File March 2, 2008 6:00A-6:30A

Description:

Sutter Auburn Faith Hospital and Sutter Roseville Medical Center offer a Recreation and Respite program to seniors with physical or memory impairments and to their caregivers. The Recreation and Respite program provides activities for the seniors and provides their caregivers the opportunity to spend a few hours of spare time to pursue their own interests. This enriching program for seniors provides recreational, social and educational activities, using a variety of stimulating methods. These activities include games, music, exercise, group discussion and socializing, crafts, reminiscing, adventures with pets and other activities that enhance the well being of the participant. The program also provides valuable free time for caregivers to spend it as they choose. Recreation and Respite is sponsored by Sutter Auburn Faith Hospital and Sutter Roseville Medical Center in partnership with Seniors First.

Issue:

Time:

Cultural Diversity

Program: Date: Public File March 22, 2008 6:00A-6:30A

Description:

Sacramento is recognized as one of the most diverse regions in America. In fact, in 2002, TIME Magazine called Sacramento "America's Most Ethnically Diverse City". To celebrate this, music and dance from many nations and cultures will be showcased during this launch event while attracting school children in the same way Gold Rush Days does. High-level amateur and professional groups will headline the evening event. Performers will be paid a fee to support their art form. An attractive package for out-of-town performer accommodations will be arranged and performers will be encouraged to bring family members and friends. The mission of the event is to showcase the cultural diversity of the Sacramento region through the presentation of an ethnic dance festival for all ages, providing an educational and entertaining experience. The initial objective of the festival is to provide a platform for the many cultures of the Sacramento region to showcase their culture through dance, music and food. Other objectives include, but are not limited to, attracting visitors to Sacramento to increase the economic impact of the region, hosting visitors overnight and extended stays in the region and highlighting Sacramento as a "culturally friendly" destination.

DRUG ABUSE

Issue:

Acknowledging Local Heroes

Program:

Public File

Date:

February 10, 2008

Time:

6:00A-6:30A

Description:

In 2001, Americans were awakened to the everyday heroes in our communities. Like the firefighters, law enforcement and emergency service personnel doing their jobs as terrorists struck America on September 11th, there are heroes among us in every community. Heroes are public servants, civic leaders, local businesses, corporations, coaches, tutors, ministers or the neighbor who gives kids a safe place to go after school. The Heart of a Hero event provides a very special opportunity to recognize those who are making a positive impact within our community assisting youth. Without these heroes and others like them, our community would be less rich. The event was established to raise community awareness of the need teenagers have for a safe, stable and drug/alcohol free environment and how much an environment assists in guiding their energy and actions in a positive direction. The gala recognizes the efforts of extraordinary individuals who have assisted youth in the greater Sacramento Valley.

Issue:

Women's Support Groups

Program:

Public File

Date:

February 17, 2008

Time:

6:00A-6:30A

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CRIME

Issue:

Time:

Child Support Services

Program: Date:

Public File March 9, 2008 6:00A-6:30A

Description:

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HOUSING

Issue:

Toxic Mold

Program: Date: Public File January 6, 2008

Time:

6:00A-6:30A

Description:

The term toxic mold is sometimes used to refer to mold-related indoor air quality problems. Molds excrete liquids or gases as defecatory matter; not all can be detected by smell. Some molds generate toxic liquid or gaseous compounds, call mycotoxins. Of these molds, some only produce mycotoxins under specific growing conditions. Mycotoxins are harmful or lethal to humans and animals when exposure is high enough. Exposure to significant quantities of mold spores can cause toxic/allergic reactions. Toxic mold or black mold can be deadly, especially to children with mold allergies. Toxic mold has become almost epidemic in some parts of the United States where foam board was used as wall insulation with no air space to let walls breathe. After black mold begins to grow, microscopic mold spores quickly become airborne and travel throughout air conditioning and heating systems. A person can inhale over a half million spores per minute without knowing it.

Issue:

Helping the Homeless

Program:

Public File

Date:

January 13, 2008 6:00A-6:30A

Time:

Description:

The Common Good reaches out to Placer county residents in need through outreach programs such as

Neighborhood Dinner and the Angel Tree. Beyond these programs, the Common Good seeks to develop and implement long term strategies for overcoming transitional housing shortages. The Common Good also seeks to connect people to meaningful employment in jobs featuring a living wage. Finally, they seek to support programs such as Homestart, and The Gathering Inn with both human and financial needs.

Issue:

Solar Power

Program:

Public File

Date:

January 27, 2008

Time:

6:00A-6:30A

Description:

Solar power is free, clean, and available every day. The costs of solar systems have come down 80%+ over the past two decades, and as more consumers take to solar the costs are falling still. There are a variety of solar power options available, and it's important to understand the benefits and costs of each option. Solar power is produced by using photovoltaic (PV) cells to capture the energy of the sun and convert it into electricity. The electricity generated by the system can be used to power any and all devices and appliances plugged into your home's electrical service. Solar electric systems are designed to withstand most weather conditions. Lightening, wind up to 80 miles per hour, and extreme

temperatures are all things a solar system can handle. Most solar panels come with a 25 year power output guarantee and are expected to last at least twice that long. Solar can add \$20 of home value for

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HOUSING (Cont'd)

Issue:

Saving Energy

Program:

Public File

Date:

February 24, 2008

Time:

6:00A-6:30A

Description:

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YOUTH & FAMILY

Issue:

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Program:

Public File

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January 6, 2008

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Program:

Public File

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YOUTH & FAMILY (Cont'd)

Issue:

Women's Support Groups

Program:

Public File

Date:

February 17, 2008

Time:

6:00A-6:30A

Description:

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Issue:

Date:

Time:

Programs for Seniors and their Caregivers

Program:

Public File March 2, 2008 6:00A-6:30A

Description:

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Issue:

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YOUTH & FAMILY (Cont'd)

Issue:

Healthy Marriages

Program:

Public File

Date: Time: March 16, 2008 6:00A-6:30A

Description:

The Healthy Marriage Project of Sacramento (HMP) is a non-profit organization dedicated to strengthening emotionally, socially, and economically healthy relationships in all stages of growth. The goals of HMP include reducing divorce rates, encouraging thriving relationships, and stabilizing families. HMP is part of a bi-partisan, nationwide effort. It receives funding from private donations, community organizations and a grant from the U.S. Department of Health and Human Services. HMP provides successful relationship skills, training and marriage education programs. Their vision is to ensure Sacramento is a community where members understand the importance and value of marriage and where healthy relationships and families thrive. The Healthy Marriage Project provides the Sacramento area with effective, low cost, skills-centered, relationship support programs for individuals and couples in all relationship stages – from the first date to the golden anniversary. HMP partners with community-based organizations to bring culturally sensitive, relationship skills programs to neighborhoods throughout the greater Sacramento region.

Issue:

Depression

Program:

Public File

Date: Time: March 30, 2008 6:00A-6:30A

Description:

A depressive disorder is an illness that involves the body, mood, and thoughts. It affects the way a person eats and sleeps, the way one feels about oneself, and the way one thinks about things. A depressive disorder is not the same as a passing blue mood. It is not a sign of personal weakness or a condition that can be willed or wished away. People with a depressive illness cannot merely "pull themselves together" and get better. Without treatment, symptoms can last for weeks, months, or years. Appropriate treatment, however, can help most people who suffer from depression. Everyone experiences "ups" and "downs" in their life. But for some people the "downs" can outweigh the "ups." This can cause problems with everyday activities such as eating, sleeping, working, and getting along with friends. If this happens for more than a few weeks, depression may be the reason. Major depression is very common – it affects an estimated 19 million American adults every year. Nearly twice as many women (6.5%) as men (3.3%) suffer from depression each year. The good news is that it is possible to manage the symptoms of depression.

PUBLIC SERVICE ANNOUNCEMENTS

KCTC, KDND, KRXQ, KSEG, KSSJ and KWOD rotate Public Service Announcements at a rate of at least one per air shift. Each PSA is in rotation for approximately two weeks. Among the groups whose announcements aired last quarter are as follows:

	КСТС	KDND	KRXQ	KSEG	KSSJ	KWOD
Easter Seals	3	3	3	3	4	2
1 st Tee Greater Sacramento	4	2	3	3	3	3
Save the Manatee	4	3	2	2	2	3
Legal Services, Nor Cal	4	2	3	3	2	2
Troops Need You	4	3	2	2	2	3
Caring Across Branches	3	4	3	2	4	2
Beginning Experience	4	4	3	3	3	3
Helping Hand Fund	4	3	3	2	2	3
UC Davis Pediatric Cancer Center	4	4	2	2	3	2
Volunteer Center of Sacramento	2	3	2	3	3	3
Mission Oaks Community Center	3	2	4	3	3	3
Sacramento County Animal Shelter	2	4	3	3	2	3
Ronald McDonald House	4	2	2	4	3	2
Sacramento Diversity Job Fair	2	2	3	1	3	3
Sacramento SPCA	3	3	2	3	4	2
Wellness & Recovery Center	2	3	4	3	3	3
International Cultural Exchange	4	2	3	2	2	2
Sacramento Food Bank	2	3	3	2	2	3
San Juan High School	3	3	2	3	4	4
Non-Commissioned Officers Assoc.	2	4	2	2	2	3
Kids Helping Kids Foundation	2	2	3	3	4	2
Sacramento Zoo	2	2	2	3	2	3
Sacramento House Rabbit Society	2	2	4	3	3	2
Placer SPCA	4	3	3	3	3	3
Spring Healing Arts Festival	2	3	2	3	2	4
Thomas Jefferson Elementary	3	2	4	2	3	3
American Cancer Society	3	3	3	3	3	3
Sac. Gay & Lesbian Center	2	2	2	3	3	2
Campus Life Connection Teen Ctr	2	3	3	2	2	3
Japanese American Citizens League	4	4	3	3	4	3
Towe Auto Museum	3	2	3	3	3	2
Cell Phones for Soldiers	3	4	2	3	3	3
Food Addicts in Recovery	2	3	4	3	2	4
Martin Luther King Jr. Celebration	2	2	3	3	4	4

SACRAMENTO VALLEY BROADCASTERS ASSOCIATION / ASCERTAINMENT

SVBA conducts Ascertainment interviews because the member stations believe it is an excellent way to stay in touch with community leaders and to stay informed about issues that should be reported on in news and public affairs programs. During an ascertainment interview, station representatives take notes on speakers' comments, which are then used to generate ideas for news and public affairs programs. Guests this quarter included speakers from Future Farmers of America, Sacramento County Registrar of Voters, Sacramento Philharmonic, Behavioral Medicine Services (eating disorders), Ogilvy Relations World Wide, National Federation of Independent Business, Celebrating Women in California Politics, California Franchise Tax Board, American Heart Association, California Hypnotherapy Association, Women Escaping a Violent Environment, Sierra Adoption Services, Albie Breast Cancer Foundation, and the California Fuel Cell Partnership.

NEWS REPORTS

Entercom stations air newscasts twice and hour during Morning Drive, beginning at 5:50am and running until 8:50am, for a total of approximately 375 newscasts per quarter. The reports include national and local news. The content of the news stories range from major national headline issues to those that directly and specifically affect the greater Sacramento area including the following: Education, Economy, Government, Health, Environmental/Energy/Transportation, Crime, Drug Abuse, Minorities/Women/Aging, and Youth/Family. On an average each newscast is made up of six stories for a total of over 2,300 topics per quarter.